

Branding and its Effect on Consumer Loyalty to the selected Table Water Brands in Nigeria

Anetoh, John Chidume

Department of Marketing

Chukwuemeka Odumegwu Ojukwu University, Anambra State, Nigeria

E-mail: anetohjohn@yahoo.com

ABSTRACT

This study examined branding and its effect on consumer loyalty to the selected table water brands in Nigeria with particular reference to Anambra State using Onitsha, Awka and Nnewi. The specific objectives of the study were to investigate the effect of branding variables; brand equity, brand image, brand name, brand association, brand colour, brand label and brand mark on consumer loyalty to the selected table water in Anambra part of Nigeria. The study utilized 375 usable copies of the questionnaire for analysis. Descriptive research design using cross-sectional survey method was adopted. Primary source of data collection was used in the study. Multiple regression analysis was used to test the seven formulated hypotheses. The result revealed that brand image and brand name have positive significant effect on consumer loyalty to the selected table water in Anambra part of Nigeria while other brand elements used in the study have less significant effects on consumer loyalty to the selected table water in Anambra part of Nigeria. The major findings from the study include that brand image and name have significantly influenced consumer loyalty to the selected regulated table water in Anambra part of Nigeria while other branding variables used in this study have not. The study also revealed that among all the branding variables; brand image and name are the major determinants of consumer loyalty while brand association, colour, label and mark are minor determinants of consumer loyalty to the selected table water brands in Anambra part of Nigeria. The study recommends the formulation and implementation of customer-triggered strategies directed to improving on brand equity, association, label, colour and mark for continued consumer satisfaction and sustained loyalty toward table water brands in Anambra State in particular and Nigeria in general.

Keywords: Branding, Consumer Loyalty, Table Water Brands, Anambra Part of Nigeria.

INTRODUCTION

In this contemporary computerized world, there is virtually nothing competitors cannot imitate or duplicate (Wood, 2000). The contending question is what competitive strategy does a manufacturer has that cannot be imitated or copied by the competitors? Imagine a scenario whereby a producer has no means of identifying or distinguishing his/her products from those of the competitors. The effect would be immense if a manufacturer has no means of distinguishing his/her products from unbranded products or from those of the competitors (Okafor,1995).

The importance of branding in relation to product identification, differentiation and protection cannot be over emphasized. In the ancient times, most products were unbranded thus the ease of identification and distinction became difficult. No wonder Adirika, Ebue and Nnolim (2001) assert that a powerful name is a reflection of having consumer franchise. Brand is the identity of a specific product or business. A brand is any letter, word, symbol, device, design, term or a combination of any of these, that is used by a manufacturer or a seller to identify his/her products and differentiate them from those of the competitors (Olakunori,1999; Okpara, 2007). Branding is a process and also a strategy for winning the heart of consumers. It is one of the most intriguing strategies for product identification, differentiation and recognition. It is the use of name, term, sign, or design, or a combination of them to identify the goods and services of one seller or group of sellers, and to differentiate them from those of other sellers (Okpara, 2012).

Consumer loyalty is the degree to which a customer exhibits repurchasing behaviour, possesses a positive disposition toward the product or brand and also considers using it whenever the need arises (Gremier & Brown, 1996). Consumer loyalty is a function of strategic brand planning. It is a basis for sustainable competitive advantage (Leila, Zahra and Amin, 2014). The aim of consumer loyalty is to have an excited and satisfied customer who will return to purchase a particular brand and also motivates others to purchase and use that company's products (Kotler & Gertner, 2002). Extant literature has shown that most manufactures believed that branding has a significant influence on consumer loyalty (Ogbuji, 2008). Branding influences consumer loyalty (Lead, 2005). However, table water business is necessary in Nigeria due to the fact that

there is inadequate clean water for drinking and for other purposes. Research has shown that table water business in Nigeria especially in Anambra State had continued to experience a boom leading to the proliferation and influx of many manufacturers of table water brands in Anambra State in particular and Nigeria in general. The deficiency in portable water supply is a contributory factor toward the establishment and growth of table water businesses in Nigeria (Ogbuji, 2008). Among the competing brands of table water in Anambra State are Linas table water, Noris, Stan, Anbest, Vitalis, Hazel, Crescent, Emikem, Wintex, Maycee, Christo, Zimex, Opus, Carter, De-kolis, Crystal, Rock tama, Crescent, Eva, Osak, and others too numerous to mention.

Statement of the Problem

The importance of table water to individuals, organizations, firms and even government cannot be over emphasized coupled with the fact that table water business has contributed immensely to the growth of Nigerian economy. The problem of deficiency in portable water supply has led to the proliferation of different table water brands in Nigeria especially in Anambra State which has escalated competition among the manufacturers, managers, marketers and other stakeholders in the industry. Table water users are keen and always expect clean and portable water for drinking and also for other purposes. Customers and users of table water expect, request and will continue to demand for clean, regulated, quality and pure table water brand for them to be more satisfied and loyal to the brand and the firm. Besides, branding is as important as a child's naming ceremony (Okpara, 2012). Extant studies have shown that most manufacturers or producers of table water believed that branding influences consumer's choice and loyalty (Akabogu, 2014; Kumar & Advani, 2009; Ogbuji, 2008; Lead, 2005). Based on available literature reviewed, there is still a contention on whether there is any significant role branding elements play in making table water consumers loyal to a brand. The crux lies on the determination of the extent to which each of the branding variables has significantly effected consumer loyalty to the selected table water brands. It is against this backdrop that this study seeks to investigate the effect of branding on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Objectives of the Study

The main objective of the study is to investigate the effect of branding variables on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

The specific objectives are to:

- i. determine the effect of brand equity on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- ii. evaluate the effect of brand image on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- iii. Investigate the effect of brand name on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- iv. determine the effect of brand association on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- v. evaluate the effect of brand colour on consumer loyalty to the selected table water in Anambra part of Nigeria.
- vi. investigate the effect of brand label on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- vii. determine the effect of brand mark on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Significance of the Study

This study is primarily of great benefit to the manufacturers, managers, users, future researchers and also other stakeholders in table water businesses. The reflection from the findings of this study will make them be in a better position to understand the effects of branding variables on consumer loyalty to table water brands. It is also expected that the result of this study will reveal some of the strategies and working recommendations for improvement as regards to table water brands in Nigeria. It is expected that the result of this study will help the producers of table water to formulate good policies as regards to branding, branding elements and packaging of table water for effective, efficient and continued service delivery and consumer loyalty. Also the researchers who may wish to carry out a study on branding may benefit from the literature as well as the findings of this study. The study is also expected to serve as a secondary source of data to them. Consumers and customers of table water brands will benefit from this study as this study would help them

understand other factors besides price and quality that influence their purchase decisions, patronage and loyalty.

Research Questions

Based on the objectives of the study, the following research questions are formulated to guide the study;

- i. What is the effect of brand equity on consumer loyalty to the selected table water brands in Anambra part of Nigeria?
- ii. How significant is the effect of brand image on consumer loyalty to the selected table water brands in Anambra part of Nigeria?
- iii. How important is the effect of brand name on consumer loyalty to the selected table water brands in Anambra part of Nigeria?
- iv. How relevance is the effect of brand association on consumer loyalty to the selected table water brands in Anambra part of Nigeria?
- v. How does brand colour effect consumer loyalty to the selected table water brands in Anambra part of Nigeria?
- vi. To what extent has brand image effect consumer loyalty to the selected table water in Anambra part of Nigeria?
- vii. What degree is the effect of brand label on consumer loyalty to the selected table water in Anambra part of Nigeria?

Statement of Hypotheses

The following research hypotheses are formulated in their null structures to guide this study;

HO₁: Brand equity has no significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HO₂: Brand image has no significant effect on consumer loyalty to the selected table brands water in Anambra part of Nigeria.

HO₃: Brand name has no significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HO₄: Brand association has no significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HO₅: Brand colour has no significant effect on consumer's loyalty to the selected table water brands in Anambra part of Nigeria.

HO₆: Brand label has no significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HO₇: Brand mark has no significant effect on consumer's loyalty to the selected table water brands in Anambra part of Nigeria.

Scope of the Study

The scope of this study is limited to the subject scope, content scope, geographical scope and unit of analysis scope. The subject scope of this study focuses on the effect of branding on consumer loyalty to the selected table water brands in Anambra part of Nigeria using Onitsha, Awka and Nnewi areas. The content scope of this study focuses on brand equity, brand image, brand name, brand association, brand colour, brand label and brand mark which are proxies for branding (the independent variable of the study) while consumer loyalty is the dependent variable of this study. The geographical scope of the study is limited to using 3 major towns of Onitsha, Awka and Nnewi; thus representing the 3 senatorial zones in Anambra State of Nigeria (Anambra North, Anambra Central and Anambra South). The study unit of analysis scope is limited to studying only table water consumers/customers who buy/patronize table water for consumption or for other motives. The study is limited to studying only 15 table water firms (5 selected from Anambra part of Nigeria: Onitsha, Awka and Nnewi). The selected table water firms' registered products from Onitsha are; Linas table water, Noris table water, Stan table water, Anbest table water, & Vitalis table water. The selected table water firms' registered products from Awka are; Hazel table water, Crescent table water, Emikem table water, Wintex table water, & Maycee table water. The selected table water firms' registered products from Nnewi are; Christo table water, Zimtex table water, Opus table water, Carter table water & De-Kolis. The justification for their selection was based on their popularity, high market share & ease of accessibility. The study units, at the time of the study resided in the geographical area described above who are of 18 years & above. The time frame of this study is 2016 and 2017.

REVIEW OF RELATED LITERATURE

Review of Concepts

Brand

Brands are names, terms, symbols, signs, designs, other features or combination of these used by firms to identify and differentiate their products from that of competitors (Okpara, 2012). Brand is the identity or personality that identifies a products or company; name, sign, design, label or combination of them

(Birkin,1994). A brand is seen as a company's face to the world. Brand is a reflection of promises made to any one that agrees to partner with a firm or its product category. It is a set of fundamental principles understood by anyone who comes in contact with a company. It is an organization's reason; expressed through its various communication media to its key audiences like consumers, shareholders and so on. It is a relationship in the market, being triggered by one's trademarks (Olakunori,1999). Three approaches for developing an effective brand strategy; determine which audience to focus on, determine what message your brand should convey and determine what creates the brand (Lindstorm, 2005).

Branding

Branding is an imaginative process of creating a unique, relevant and harmonious name, term, sign, symbol or its combination in order to identify a firm's products, and to differentiate them from those of competitors (Okpara, 2012). Branding is a process intended to identify and distinguish a product from those of the competitors. It is about providing a means of differentiation and has to do with the efforts a firm makes in choosing, developing, projecting and establishing its own brand(s) of products. It has many elements such as brand name, brand mark, trade mark, brand association, brand colour etc. (Okafor,1995). Branding is used to meet needs which include the description of products, easy identification of products and services, speedy shopping by assuring consistence quality.

Conceptual Framework of the Study

Independent Variables

Dependent Variable

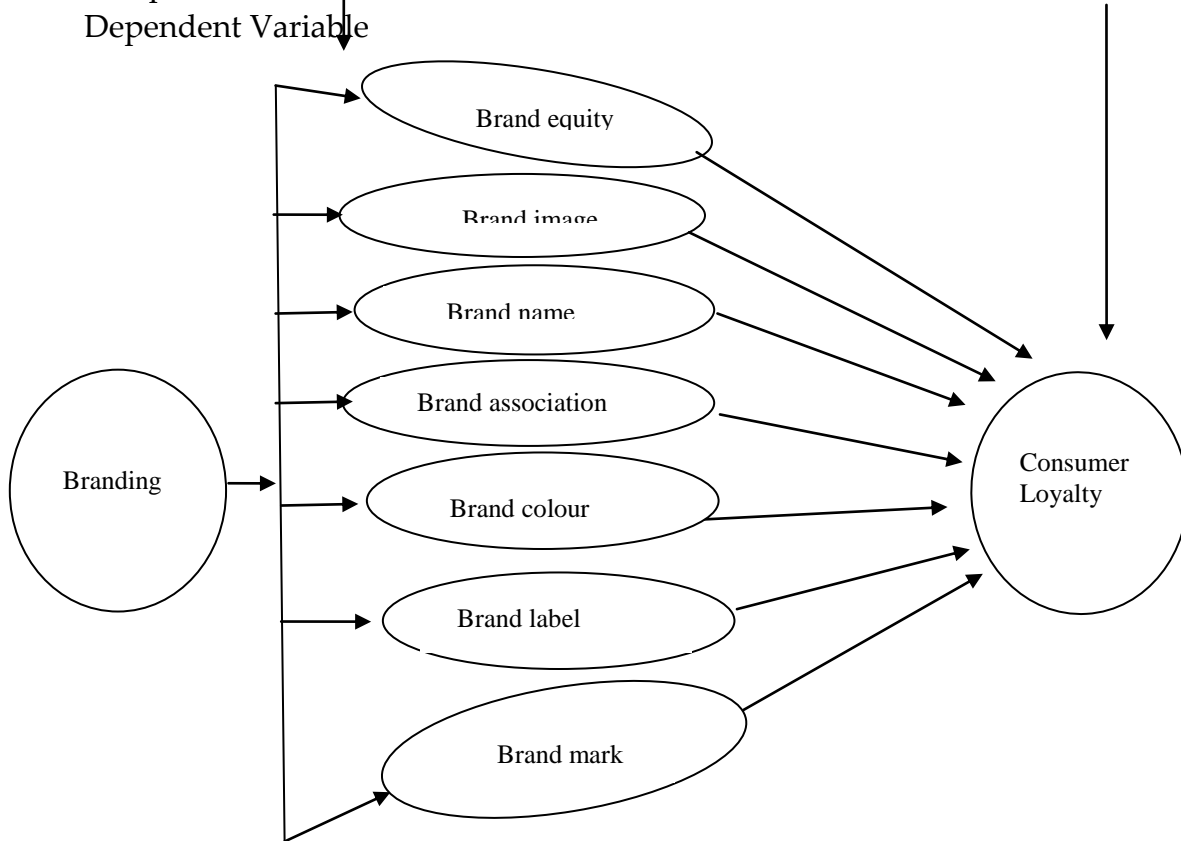


Figure 1: Conceptual Framework of the Study

Source: Developed by the Researcher, 2017

CONCEPTUALIZATION AND CONTEXTUALIZATION OF THE VARIABLES

Brand Equity

It is a set of brand assets and liabilities that are connected to a brand, its name and symbol that increases or decreases the value ascribed to a product or service by the firm and the firm’s customers. Brand equity enhances brand preference due to brand differential effect. It also influences the choice of regulated bottled water (Akabogu, 2014). Proper brand equity is expected to yield higher revenue not only for one product but also on other products associated with that brand. Brand equity is a value premium generated from the product by the firm thus having a recognizing attributes when compared to other generic equivalents. It helps in making a product brand memorable,

easily recognized and superior than other competitive brands of a product (Ogbuji, 2008).

Brand Image

This is related to how a brand is currently perceived by consumers. It is the totality of consumer perception about a brand or how they see it which may or may not coincide with their brand identity (Chen, 2001). It is the reputation of the brand in the market place which represents what the brand means in the minds of consumers. Brand image conveys a brand character in a unique way different from others since it enhances the goodwill and the value of a firm (Akabogu, 2013a). Brand image is a perception related to brand and its association reflecting on memory of the consumers (Keller, 2001). It is a belief customer generated to a particular brand (Lin, Li & Tsay, 2015). When consumers are exposed to the product and knowledge of a brand name of a product, they either like or dislike it (Okpara, 2012). Brand image is reflected on; product appeal, ease of use, overall use, functionality, former value or experience. It acts as the user's net extract from the brand. Brand image is a set of meaning a brand is known for and also is being described (Martinez & Pina, 2003; Martinez, Polo and De-Chernatory, 2008).

Brand Name

Brand name is a valuable and intangible assets, capability or strength a company owns. Brand name is that element of branding that can be vocalized or uttered (Okpara, 2012). It can either be the name of a company or a product line. Brand name means that anything could be branded be it a product, a service, a trademark, an organization. A destination could be branded and consequently form a brand name (Kotler & Pforstsch, 2010; Ogbuji, Anyanwu & Onah, 2011). It reinforces brand awareness and identifies a brand with the seller. Companies spend a lot of time, energy and money figuring out the best or a perfect name to give to a new product or a new product line. Good name sets out a company and positions its image in the consumer's mind. A brand name is a barrel of information about the product itself. It contains the added value that positively distinguishes a brand from its competitors (Akabogu, 2013a & 2013b).

Brand Association

Brand associations embrace all brand- related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes that are linked to the brand node (Kotler and Keller, 2009). Brand associations may take many different forms. They range from the concrete to the abstract, from the conscious to the unconscious, the direct to indirect. Direct associations are those that occur directly between two elements without the need or presence of a third, intermediary element. Indirect associations are what lead to associative chains, where elements are linked together thorough one or more intermediary elements. It facilitates brand credibility, prestige and trust. Brand association influences the choice of product brand (Akabogu, 2014). Brand association facilitates the user of the table water to link one brand other.

Brand Colour

This is one of the brand elements in creating identify. Colour is a significant brand element on people's perception of a product. Colour one of the brand elements used in developing branding strategy (Daye, Vanauken & Asacker, 2008). Colour builds clear associations and recognition. Table water firms need to be wise in considering what they term colour when designing any brand of product or products. Colour is important on people's perception of a product or brand. Brand colour is effective on a person's state of mind and cognitive ability. So it's best for manufacturers to understand the psychology of colour during production.

Brand Label

Brand label offers exclusive legal protection for manufacturer's unique efforts and also provides information about the brand (Okpara, 2012). A company's label goes hand in hand with brand name. Some companies inculcate their brand names in their labels. The rationale is to project and keep the brand focused. Brand label helps to signal the brand name and image so as to solidify and position the product in the consumer's mind. It is a visual attribute that identifies and distinguishes a brand from others. Branding is not just a label but also encompasses other components to form a brand concept. Holt (2004) opines that label management is an aspect of the brand strategy. An effective branding must take into cognizance, the pleasance and uniqueness of brand label to ease brand identification. Brand label enthrones status symbol on the

users and also enhances brand identification and preference of a particular brand.

Brand Mark

This consists of elements, symbols or visual images that are easily identified by consumers. Brand mark is an element of branding that appears in the form of a symbol, design, or distinctive lettering. A brand mark is recognized by sight but cannot be expressed (Nwaizugbo and Onyeke, 2013). Brand mark is recognized by sight and also may not easily be vocalized. It gives a legal protection and also gives a firm exclusive use (Okpara, 2012). Brand mark helps to identify the source or maker of a product (Kotler and Armstrong, 2010). Brand mark increases user's perceptions and feeling about the company's image, reliability and product quality. It influences the choice of bottled water brand (Akabogu, 2014). A brand with a strong mark commands intense consumer loyalty (Kotler and Keller, 2009).

Consumer Loyalty

Consumer loyalty is the degree to which a customer exhibits repurchasing behaviour, possesses a positive disposition toward the product and considers using the product when the need arises (Gremler and Brown, 1999). Consumer loyalty is used to measure the behaviours of repeat customers and also those that offer good ratings, reviews or testimonials (Kumar and Advani, 2009). Consumer loyalty includes behaviour factors and attitude factors. Behavioural loyalty represents repurchase behaviour, and loyalty attitude means psychological commitment to a brand (Aaker, 1996). Measures of consumer loyalty include; repurchase intention, recommending to others, price tolerance (Chaudhuri & Holbrook, 2001). Other measures of consumer loyalty include; commitment to rebuy the brand as a primary choice (Oliver, 1999); number of repeated purchases (Keller, 2003); intention to buy to buy the brand as the first choice (Yoo & Donthu, 2001); willingness to pay higher price for a particular brands in relation to other alternatives (Aaker, 1996). Consumer loyalty can also be measured by the number of brands purchased, percent of purchases, and future purchase intention (Keller, 1998). When a consumer is loyal, he or she purchases a particular brand continuously notwithstanding that the brand may change in quality, may have an increase or decrease in price or even alter in product features (Aaker, 1991).

Theoretical Framework of the Study

This study is anchored on the Brand Absorption & Acceptance Theory. This theory was coined by Ehikwe (2005). The theory states that consumers' ladder of brand absorption & acceptance have five levels. At level A, there exists many consumers that are interested in the brand but due to loss of interest or switch to competitors' brands were reduced. At level B, the consumers portrayed better preference for the brand but still were reduced in number. At level C, the consumers portrayed stronger interest for the brand by establishing loyalty to a specific brand but still were reduced in number. At level D, the consumers are special since the brand is adorned, loved and with total commitment. At level E, highest interest is demonstrated by the consumers for the brand. Thus, a particular brand of the product is a companion. These set of consumers now help to recommend the brand to other people or prospect of the brand who will eventually not switch to other competitive brands.

METHODOLOGY

This study adopted a descriptive research design using a cross-sectional survey method. A cross-sectional survey method involved a survey of users of selected table water brands. The geographical area of the study is Anambra part of Nigeria using the three major cities of Onitsha, Awka and Nnewi which represent the three senatorial zones of Anambra North, Anambra Central and Anambra South. These three areas were selected because they are the main commercial and administrative hubs of Anambra State. The study areas were also selected based on their unique positions as highly populated areas in Anambra part of Nigeria, coupled with their strategic functions as both residential and commercial centres with massive population of table water manufacturers and patronizers. This study concentrated on regulated table water brands of the fifteen selected table water firms (5 selected from Onitsha, Awka and Nnewi). The consumers/users of table water brands formed the population of the study. The population size of Onitsha, Awka and Nnewi based on 2006 last official census was 263,109; 301,846 and 388,795 respectively; thus totaling 953,750 (Source: Federal Republic of Nigeria Official Gazette, 2009). Taro Yamane (1973) formula was used to determine the sample size of 400. Thus; $n = N/1 + N(e)^2$; Where: N = Population Size, n = Sample Size, 1 = Constant, e = Error Margin (5% significant level). $n = 953750/1 + 953750(0.05)^2 = 399.84$; therefore; n (sample size) = 400.

The source of data collection was primary using the questionnaire. The study adopted Rensis Likert 5point structured-type of questionnaire. Thus; respondents were requested to tick either: strongly disagree (1); disagree (2); uncertain (3); agree (4); strongly agree (5). The questionnaire was designed on 3 sections. Section A centres on demographic characteristics of respondents. Section B focused on the independents variables (X) while Section C centred on questions on the dependent variable of this study (Y). The validity of instrument was established by subjecting the questionnaire for scrutiny by two research experts. Their corrections and contributions ensured that the instrument measured what it is supposed to measure. The internal reliability of the instrument was established through a test re-test method. The test-retest coefficient of correlation result of 0.790 (Cronbach alph) established the reliability and dependability of the instrument. Multiple Regression Analysis was used to test the seven formulated hypotheses. The Decision rule was to accept the null hypothesis if the P-value is greater than 5% (0.05) the stipulated significant level used as standard in this study and reject null hypothesis if the P-value is less than 5% (0.05) the stipulated significant level.

Model Specification and Operationalization of Variables

$Y = f(X)$, Where: Y is a function of X; $Y = COLY$; $X = BR$.

$COLY$ = Consumer Loyalty (dependent variable); BR = Branding (independent variable)

$Y = f(X_1 + X_2 + X_3 + X_4 + X_5 + X_6 + X_7)$ ie Branding Variables.

$Y = \alpha_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \mu$

$Y = \alpha_0 + \beta_1EQUI + \beta_2IMAG + \beta_3NAME + \beta_4ASSO + \beta_5COLR + \beta_6LABL + \beta_7MARK + \mu$

α_0 = Constant (Intercept); $\beta_1 - \beta_7$ = Coefficient of parameter $X_1 - X_7$

$EQUI$ = Brand equity; $IMAG$ = Brand image; $NAME$ = Brand name; $ASSO$ =Brand Association; $COLR$ =Brand colour; $LABL$ = Brand label; $MARK$ = Brand mark.

Sn	Table water consumers of the 15 selected table water firms in Anambra part of Nigeria.	Copies Distributed	Area	Total
1	Christo table water consumers	32	Nnewi	
2	Zimex table water consumers	32	Nnewi	
3	Opus table water consumers	33	Nnewi	
4	Carter table water consumers	33	Nnewi	
5	De-Kolis table water consumers	33	Nnewi	163

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6	Linax table water consumers	22	Onitsha	
7	Noris table water consumers	22	Onitsha	
8	Stan table water consumers	22	Onitsha	
9	Anbest table water consumers	22	Onitsha	
10	Vitalis table water consumers	22	Onitsha	110
11	Hazel table water consumers	25	Awka	
12	Crescent table water consumers	25	Awka	
13	Emikem table water consumers	25	Awka	
14	Wintex table water consumers	26	Awka	
15	Maycee table water consumers	26	Awka	127
	Total	400		400

RESULT

Though a total of 400 copies of the questionnaire were distributed to the consumers of selected table water brands in Anambra part of Nigeria (Nnewi, Onitsha and Awka); 375 usable copies (93.8% response rate) were used for the analyses in the study. The demographic characteristics of the respondents as well as their frequencies and percentages were presented and analyzed below:

Table A: Demographic Characteristics of Respondents

Characteristics	Frequency	Percent
Gender: Male	132	35.2
Female	243	64.8
Marital Status:		
Single	104	27.7
Married	240	64.0
Divorcee	14	3.7
Widow	17	4.5
Age Range:		
18 - 26years	89	23.7
27 - 35years	151	40.3
36-45years	76	20.3
Above 45years	59	15.7
Average Monthly Income Range		
Below ₦10,000	5	1.3
₦10,000 - ₦19,999	106	28.3
₦20,000 - ₦34,999	124	33.1
₦35,000 - ₦79,999	46	12.3
₦80,000 and above	94	25.1

Highest Educational Qualification		
FSLC	24	6.4
SSCE/NECO/NABTEB/GCE	128	34.1
Degree/HND/OND/NCE	156	41.6
Post Degree	56	14.9
Others	11	2.9
Occupation:		
Trading	75	20.0
Civil servant	82	21.9
Public servant	43	11.5
Unemployed	42	11.2
Others	133	135.5

Source: Usable copies of the questionnaire from field survey, 2017.

Table A indicates that 132(35.5%) of the respondents are males while 243(64.8%) of the respondents are females. This implies that both sexes participated in the survey. Table A portrays that 104(27.7%) of the respondents are single, 240(64.0%) of the respondents are married, 14(3.7%) of the respondents are divorcees while 17(4.5%) of the respondents are widow. This implies that every aspects of the marital status were captured in the survey. Also, 89(23.7%) of the respondents are within the age range between 18-26years, 151(40.3%) of the respondents are within the age range between 27-35years, 76(20.3%) of the respondents are within the age range between 36-45years while 59(15.7%) of the respondents are above 45years. This implies that the ages of the respondents are well spread notwithstanding that people below 18years were excluded from the study. Based on the average monthly income range: 5(1.3%) of the respondents earn below ₦10,000; 106(28.3%) of the respondents earn between ₦10,000 - ₦19,999; 124(33.1%) of the respondents earn between ₦20,000 - ₦34,999; 46(12.3%) of the respondents earn between ₦35,000 - ₦79,999; 94(25.1%) of the respondents earn ₦80,000 and above. This implies that table water users can afford to buy based on their monthly earnings. Table A signals that 24(6.4%) of the respondents had FSLC as the highest education qualification level. 128(34.1%) of the respondents had SSCE/NECO/NABTEB as the highest education qualification level. 156(41.6%) of the respondents had Degree/HND/OND as the highest education qualification level. 56(14.9%) of the respondents had Post degree as the highest education qualification level while 11(2.9%) of the respondents had other unspecified qualifications. Table A also shows the occupation status whereas 75(20.0%) of the respondents are traders,

Table B: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EQUI	375	8	24	17.16	3.268
IMAG	375	8	21	13.89	2.250
NAME	375	8	24	16.43	3.268
ASSO	375	9	23	16.44	3.127
COLR	375	9	24	17.32	3.228
LABL	375	8	22	15.33	3.062
MARK	375	8	23	14.90	2.972
COLY	375	6	19	12.74	2.368
Valid N (listwise)	375				

82(21.9%) of the respondents are civil servants, 43(11.5%) of the respondents are public servants, 42(11.2%) of the respondents are unemployed while 133(35.5%) of the respondents are engaged in other unspecified occupations.

Source: SPSS Computation Output

Table B: portrays that the mean scores for brand equity, brand image, brand name, brand association, brand colour, brand label, brand mark and consumer loyalty are; 17.16, 13.89, 16.43, 16.44, 17.32, 15.33, 14.90 and 12.74 respectively. The minimum score by the respondents for brand equity (X_1) responses was 8 while 24 was the maximum score. The minimum score by the respondents for brand image (X_2) responses was 8 while 21 was the maximum score. The minimum score by the respondents for brand name (X_3) responses was 8 while 24 was the maximum score. The minimum score by the respondents for brand association (X_4) responses was 9 while 23 was the maximum score. Moreover, the minimum score by the respondents for brand colour (X_5) responses was 9 while 24 was the maximum score. The minimum score by the respondents for brand label (X_6) responses was 8 while 22 was the maximum score. The minimum score by the respondents for brand mark (X_7) responses was 8 while 23 was the maximum score. Table B also indicated that the minimum score by the respondents for consumer loyalty (Y) responses was 6 while 19 was the maximum score. Moreover, the standard deviation for brand equity, brand image, brand name, brand association, brand colour, brand label, brand mark and consumer loyalty are; 3.268, 2.250, 3.268, 3.127, 3.228, 3.062, 2.972 and 2.368 respectively. However, the descriptive statistics as depicted on table B implies that all the variables portray significant variations in terms of their sizes and magnitudes at various estimation levels.

Table C: Correlations

		COLY	EQUI	IMAG	NAME	ASSO	COLR	LABL	MARK
COLY	Pearson Correlation	1	.019	.868**	.455**	.021	.423**	.250**	.615**
	Sig. (2-tailed)		.711	.000	.000	.681	.000	.000	.000
	N	375	375	375	375	375	375	375	375
EQUI	Pearson Correlation	.019	1	.074	-.036	.968**	-.019	.632**	.013
	Sig. (2-tailed)	.711		.154	.492	.000	.719	.000	.805
	N	375	375	375	375	375	375	375	375
IMAG	Pearson Correlation	.868**	.074	1	.466**	.071	.440**	.308**	.678**
	Sig. (2-tailed)	.000	.154		.000	.172	.000	.000	.000
	N	375	375	375	375	375	375	375	375
NAME	Pearson Correlation	.455**	-.036	.466**	1	-.042	.980**	.139**	.636**
	Sig. (2-tailed)	.000	.492	.000		.422	.000	.007	.000
	N	375	375	375	375	375	375	375	375
ASSO	Pearson Correlation	.021	.968**	.071	-.042	1	-.034	.642**	.003
	Sig. (2-tailed)	.681	.000	.172	.422		.510	.000	.960
	N	375	375	375	375	375	375	375	375
COLR	Pearson Correlation	.423**	-.019	.440**	.980**	-.034	1	.145**	.617**
	Sig. (2-tailed)	.000	.719	.000	.000	.510		.005	.000
	N	375	375	375	375	375	375	375	375
LABL	Pearson Correlation	.250**	.632**	.308**	.139**	.642**	.145**	1	.015
	Sig. (2-tailed)	.000	.000	.000	.007	.000	.005		.778
	N	375	375	375	375	375	375	375	375
MARK	Pearson Correlation	.615**	.013	.678**	.636**	.003	.617**	.015	1
	Sig. (2-tailed)	.000	.805	.000	.000	.960	.000	.778	
	N	375	375	375	375	375	375	375	375

** . Correlation is significant at the 0.00-0.05 level (2-tailed).

Source: SPSS Computation Output

Table C: depicts the correlation analysis result that revealed the relationships between the dependent variable and independent variables used in this study. The table C shows an absolute correlation value of 0.868 (p-value 0.000) for brand image which portrays a strong positive significant relationship between brand image and consumer loyalty. This implies that strong positive relationship exists between brand image and consumer loyalty to the selected table water brands in Anambra part of Nigeria. Brand name, colour, label and brand mark possess the absolute correlation values of 0.455(p-value 0.000), 0.423(p-value 0.000), 0.250(p-value 0.000) and 0.615(p-value 0.000) respectively.

This implies that they have weak positive significant relationships with consumer loyalty to the selected table water brands in Anambra part of Nigeria. Brand equity and brand association possess the absolute correlation values of 0.019(p-value 0.711) and 0.021(p-value 0.681) respectively. This implies that they have weak positive insignificant relationships with consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Multiple Regression Analysis Result and Hypotheses Testing

Table D: Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	EQUI, IMAG, NAME, ASSO, COLR, LABL, MARK ^b		Enter

a. Dependent Variable: Consumer Loyalty (COLY)

b. All requested variables entered.

Source: SPSS Computation Output

Table D: shows that all variables were entered and used as no variable was excluded from the analysis.

Table E: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.872 ^a	.761	.756	1.170	2.078

a. Predictors: (Constant), EQUI, IMAG, NAME, ASSO, COLR, LABL, MARK

b. Dependent Variable: Consumer Loyalty (COLY).

Source: SPSS Computation Output

Table E: shows that the regression model (R) has a value of 0.872 which signals a strong positive relationship between the independent and dependent variables. The R-squared (R²) ie the coefficient of determination or a measure of goodness of fit of the regression model has a value 0.761(76.1%). This implies that about 76.1% of the changes in the dependent variable (consumer loyalty) was attributed to or explained by the changes in the independent variables (Branding variables). Thus, the remaining 23.9% of the variations will be

explained by other factors or variables not included by the regression model. Furthermore, the adjusted R^2 value of 0.756 implies that about 75.6% of the variations in the dependent variable (consumer loyalty) was explained by the variations on the independent variables (branding variables) after adjustment were made. In addition, the Durbin-Watson (DW) test for the presence or absence of autocorrelation result of 2.078 revealed the absence of autocorrelation amongst the explanatory parameters used in the regression model.

Table F: REGRESSION ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1595.465	7	227.924	166.643	.000 ^b
	Residual	501.959	367	1.368		
	Total	2097.424	374			

a. Dependent Variable: CONSUMER LOYALTY (COLY)

b. Predictors: (Constant), EQUI, IMAG, NAME, ASSO, COLR, LABL, MARK.

The F-statistics value 166.643 (P-value 0.000) as shown on table F indicates that the regression model is statistically significant, good and fit in determining the influence of the independent variables (branding variables) on the dependent variable (consumer loyalty). The combined effects of all the independent variables as depicted on the Regression Anova table implies that the model has successfully determined the overall significance of the explanatory parameters in the regression model.

Table G: Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.424	.528		.803	.422
EQUI	-.052	.076	-.071	-.679	.498
IMAG	.863	.042	.820	20.786	.000
NAME	.196	.097	.271	2.033	.043
ASSO	.016	.080	.021	.202	.840
COLR	-.163	.096	-.222	-1.700	.090
LABL	.017	.030	.023	.580	.562
MARK	.019	.035	.024	.559	.576

- a. Dependent Variable: COLY
- b. Source: SPSS Computation Output, 2017.

Table G: presents the standardized coefficient (Beta) result which measures the individual contributions (effects) of each of the independent variables to changes on the dependent variable. Based on the result on table 4.3.4; brand image, brand name, brand association, brand label and brand mark have positive influences on consumer loyalty of the selected table water brands in Onitsha, Awka and Nnewi (82%, 27.1%, 2.1%, 2.3% & 2.4%) respectively while brand equity and colour have negative effects on consumer loyalty of the selected table water brands in Anambra part of Nigeria (Onitsha, Awka and Nnewi) with the coefficient values of -0.071, and -0.222 respectively. The result reveals that brand image plays the most important role in predicting the independent variable of the study (branding). Brand image is instrumental as it is the most significant determinant of on consumer loyalty of the selected table water brands in Anambra part of Nigeria (Onitsha, Awka and Nnewi) while brand colour is the least based on the coefficient (β) result of -0.222.

The t-statistics result measures the individual statistical significance of each of the independent variables in the regression model. Table 4.3.4 reveals that the t-statistics absolute values for brand equity, brand image, brand name, brand association, brand colour, brand label and brand mark are; 0.679, 20.786, 2.033, 0.202, 1.700, 0.580 and 0.559 respectively. Their corresponding probability

values are 0.498, 0.000, 0.043, 0.840, 0.090, 0.562 and 0.576 respectively. This implies that brand image and brand name are significant at 5% which is the standard for acceptance in this study while other independent variables are statistically insignificant.

Test of the Seven Formulated Hypotheses

Test of Hypothesis One:

HO₁: Brand equity has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HA₁: Brand equity has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Based on the result on table G, the absolute value of t-statistic for brand equity is 0.679 with a p-value of 0.498. Since 0.498 is greater than 5% (0.05) which is the stipulated level of significance for this study, the decision is to reject the alternative hypothesis and accept the null hypothesis. The conclusion is that brand equity has no statistically significant effect on consumer loyalty to the selected table water brands in part of Nigeria.

Test of Hypothesis Two:

HO₂: Brand image has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HA₂: Brand image has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Based on the result on table G, the absolute value of t-statistic for brand image is 20.786 with a p-value of 0.000. Since 0.000 is less than 5% (0.05) which is the stipulated level of significance for this study, the decision is to accept the alternative hypothesis and reject the null hypothesis. The conclusion is that brand image has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Test of Hypothesis Three:

HO₃: Brand name has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HA₃: Brand name has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Based on the result on table 4.3.4, the absolute value of t-statistic for brand name is 2.033 with a p-value of 0.043. Since 0.043 is less than 5% (0.05) which is the stipulated level of significance for this study, the decision is to accept the alternative hypothesis and reject the null hypothesis. The conclusion is that brand name has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Test of Hypothesis Four:

HO₄: Brand association has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HA₄: Brand association has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Based on the result on table 4.3.4, the absolute value of t-statistic for brand association is 0.202 with a p-value of 0.840. Since 0.840 is greater than 5% (0.05) which is the stipulated level of significance for this study, the decision is to reject the alternative hypothesis and accept the null hypothesis. The conclusion is that brand association has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Test of Hypothesis Five:

HO₅: Brand colour has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HA₅: Brand colour has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Based on the result on G, the absolute value of t-statistic for brand colour is 1.700 with a p-value of 0.090. Since 0.090 is greater than 5% (0.05) which is the stipulated level of significance for this study, the decision is to reject the alternative hypothesis and accept the null hypothesis. The conclusion is that brand colour has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Test of Hypothesis Six:

HO₆: Brand label has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HA₆: Brand label has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Based on the result on table G, the absolute value of t-statistic for brand label is 0.580 with a p-value of 0.562. Since 0.562 is greater than 5% (0.05) which is the stipulated level of significance for this study, the decision is to reject the alternative hypothesis and accept the null hypothesis. The conclusion is that brand label has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Test of Hypothesis Seven:

HO₇: Brand mark has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

HA₇: Brand mark has statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Based on the result on table G, the absolute value of t-statistic for brand mark is 0.559 with a p-value of 0.576. Since 0.576 is greater than 5% (0.05) which is the stipulated level of significance for this study, the decision is to reject the alternative hypothesis and accept the null hypothesis. The conclusion is that brand mark has no statistically significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

Discussion of Result

The study is an investigation on the effect of branding on consumer loyalty to the selected table water brands in Anambra part of Nigeria using Awka, Onitsha and Nnewi Areas. The main objective of the study is to investigate the effect of branding variables on consumer loyalty to the selected table water brands in Anambra part of Nigeria. Based on specific objective no 1; to determine the effect of brand equity on consumer loyalty to the selected table water brands in Anambra part of Nigeria coupled with research question no 1 and hypothesis no 1, the results of (beta = -0.071; t-statistic = 0.679; and p-value 0.498) showed that brand equity has insignificant influence on consumer loyalty toward the selected table water brands in Anambra part of Nigeria. This implies that brand equity has not significantly influenced consumer loyalty to the selected brands of table water in Anambra part of Nigeria.

Based on specific objective no 2; to determine the effect of brand image on consumer loyalty to the selected table water brands in Anambra part of Nigeria coupled with research question no 2 and hypothesis no 2, the results of (beta =

0.820; t-statistic = 20.786; and p-value 0.000) showed that brand image has positive significant effect on consumer loyalty toward the selected table water brands in Anambra part of Nigeria. This implies that brand image has significantly effect consumer loyalty to the selected brands of table water in Anambra part of Nigeria. Based on specific objective no 3; to determine the effect of brand name on consumer loyalty to the selected table water brands in Anambra part of Nigeria coupled with research question no 3 and hypothesis no 3, the results of (beta = 0.271; t-statistic = 2.033; and p-value 0.043) showed that brand name has positive significant effect on consumer loyalty toward the selected table water brands in Anambra part of Nigeria. This implies that brand image has significantly influenced consumer loyalty to the selected brands of table water in Anambra part of Nigeria.

Based on specific objective no 4; to determine the effect of brand association on consumer loyalty to the selected table water brands in Anambra part of Nigeria coupled with research question no 4 and hypothesis no 4, the results of (beta = 0.021; t-statistic = 0.202; and p-value 0.840) showed that brand association has positive insignificant influence on consumer loyalty toward the selected table water brands in Anambra part of Nigeria. This implies that brand association has not significantly effected consumer loyalty to the selected brands of table water in Anambra part of Nigeria. Based on specific objective no 5; to determine the influence of brand colour on consumer loyalty to the selected table water brands in Anambra part of Nigeria coupled with research question no 5 and hypothesis no 5, the results of (beta = -0.222; t-statistic = 1.700; and p-value 0.090) showed that brand colour has insignificant effect on consumer loyalty toward the selected table water brands in Anambra part of Nigeria. This implies that brand colour has not significantly influenced consumer loyalty to the selected brands of table water in Anambra part of Nigeria.

Based on specific objective no 6; to determine the effect of brand label on consumer loyalty to the selected table water brands in Anambra part of Nigeria coupled with research question no 6 and hypothesis no 6, the results of (beta = 0.023; t-statistic = 0.580; and p-value 0.562) showed that brand label has positive insignificant effect on consumer loyalty toward the selected table water brands in Anambra part of Nigeria. This implies that brand label has not significantly effected consumer loyalty to the selected brands of table water in Anambra part of Nigeria. Based on specific objective no 7; to determine the effect of brand

mark on consumer loyalty to the selected table water brands in Anambra part of Nigeria coupled with research question no 7 and hypothesis no 7, the results of (beta = 0.024; t-statistic = 0.559; and p-value 0.576) showed that brand mark has positive insignificant effect on consumer loyalty toward the selected table water brands in Anambra part of Nigeria. This implies that brand mark has not significantly effected consumer loyalty to the selected brands of table water in Anambra part of Nigeria.

Summary of Findings

Based on the result of analyses made and hypotheses tested, the following findings are made;

- Brand equity has no significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- Brand image has positive significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- Brand name has positive significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- Brand association has positive insignificant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- Brand colour has no significant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- Brand label has positive insignificant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.
- Brand mark has positive insignificant effect on consumer loyalty to the selected table water brands in Anambra part of Nigeria.

CONCLUSION

Based on the findings from this study, the study concludes that branding variables are useful for studying consumer loyalty to the selected table water brands in Anambra part of Nigeria. The study also concludes that brand image is the most important predictor of branding and also the most significant determinant of consumer loyalty to the selected table water brands in Anambra part of Nigeria.

RECOMMENDATION

The study makes the following recommendations based on the findings from the study:-

1. The formulation and operationalization of customer-oriented strategies geared toward improving on brand equity, association, label, colour and mark of table water brands for sustained consumer satisfaction and loyalty.
2. Producers and marketers of regulated table water brands in Anambra part of Nigeria. Should continue to include branding considerations in their marketing and promotional policies and strategies.
3. Brand managers of regulated table water should improve on brand association, brand colour, brand label and brand mark.
4. Manufacturers and marketers of table water brands should try to maintain high level of competitiveness by positioning/repositioning their brand images and names for continued customer satisfaction, loyalty and sustainability.
5. Government should assist table water manufacturers in order to encourage them toward economic growth and development of Nigeria.
6. NAFDAC, SON and Other regulatory agencies should help to maintain standard and ensure that only registered table water manufacturers should be allowed to operate while unregistered ones will not be allowed to operate.

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APPENDIX 2

Questionnaire for Survey

Instruction: This questionnaire is meant for respondents who drink table water brands **only**

Key for Evaluation: Branding Elements Scale for Section B

1. **SD** = Strongly disagree, 2. **D** = Disagree, 3. **U** = Uncertain, 4. **A** = Agree, 5. **SA** = Strongly agree

Key for Evaluation: Consumer Loyalty Scale for Section C

1. **SD** = Strongly disagree, 2. **D** = Disagree, 3. **U** = Uncertain, 4. **A** = Agree, 5. **SA** = Strongly agree

Section A: Personal Demographic Data and General Information

Please kindly tick (/) in the space provided beside each question and fill in appropriate answer.

Gender: 1. Male [] 2. Female []

Marital Status: 1. Single [] 2. Married [] 3. Divorcee[] 4. Widow (er)[]

Age Range: 1. Below 18years [] 2. 18 – 26 years[] 3. 27 – 35 years[] 4. 36 – 45 years[] 5. Above 45 years[]

Average Monthly Income Range: 1. Below ₦ 10,000 [] 2. ₦10,000 - ₦ 19,999 [] 3. ₦20,000 – ₦34,999 [] 4. ₦35,000 – ₦79,990 [] 4. ₦80,000 & Above []

Highest Education Qualification: 1. FSLC [] 2. WAEC/NECO/NABTEB [] 3. Degree/HND/OND [] 4. Post Degree [] 5. Others []

Occupation :1. Trading[] 2. Civil servant [] 3. Public servant[] 4. Unemployed [] 5. Other []

Have you ever taken any brand of table water before? 1. Yes [] 2. No []

SECTION B: BRANDING SCALE

Instruction: please tick (✓) by showing the extent to which these items reflect your opinion on branding of table water in Anambra State of Nigeria.

Brand	Attributes of X	SD = 1	D = 2	U = 3	A = 4	SA = 5
EQUITY	Eq1	Brand equity influences the choice of table water.				
	Eq2	Brand equity adds value to a particular brand of table water.				
	Eq3	Brand equity enhances brand preference due to brand differential effect.				

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	Eq4	Brand equity makes users of table water to purchase a particular brand more than others.					
	Eq5	Most table water users are endowed with value added from brand equity.					
IMAGE	Im1	Brand image motivates consumers of table water toward brand memories and good feelings.					
	Im2	Brand image is a set of beliefs about a specific brand of table water.					
	Im3	Brand image is the overall impression in consumer's mind.					
	Im4	Brand image conveys a brand character in a unique way different from others.					
	Im5	Brand image enhances the goodwill and brand value of an organization.					
NAME	Na1	Brand name appeals to consumers and motivate them to buy table water.					
	Na2	Brand name identifies a table water brand with the seller.					
	Na3	Brand name influences the choice of table water.					
	Na4	Brand name reinforces the awareness of a table water brand.					
	Na5	Brand name is vocalized to identify one table water brand from others.					
ASSOCIATION	As1	Brand association facilitates the user of table water to link one brand to the other.					
	As2	Table water manufacturers have brand credibility and prestige.					
	As3	Table water producing firms are trustworthy.					
	As4	Most users of table water consider the personality of the producers.					
	As5	Brand association influences the choice of table water brand.					
COLOUR	Co1	Colour motivates a consumer to purchase a particular brand of table water.					

	Co2	Colour builds clear associations and recognition.					
	Co3	Colour influences the choice & preference of a brand of table water.					
	Co4	Colour enhances table water brand identification & differentiation.					
	Co5	Colour gives status symbol & promotes pack appearance.					
LABEL	La1	Brand label enhances brand identification & preference of a particular brand of table water.					
	La2	Brand label influences the choice of table water brand.					
	La3	Brand label offers an exclusive legal protection for manufacturer's unique efforts.					
	La4	Brand label provides information about the brand of table water.					
	La5	Brand label enthrones status symbol on users of table water brand.					
MARK	Ma1	Brand mark facilitates brand identification of table water.					
	Ma2	Brand mark influences the choice of table water brand.					
	Ma3	Brand mark enhances differentiation of table water brand.					
	Ma4	A table water brand is recognized by sign or sight due to brand mark.					
	Ma5	Brand mark gives a table water brand legal protection & also gives a firm exclusive use.					
<p>Section C: Customer Loyalty Scale Pls. tick (✓) by showing the extent to which these items reflect your opinion on consumer loyalty to table water</p>							
		Attributes of Y					
CL	CL 1	I will continue to purchase a brand of table water & take it as my first choice.					
	CL 2	I am delighted & satisfied with a particular brand of table water.					
	CL 3	The value I get in buying a particular brand of table water is commensurate					

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		with the price.					
	CL 4	I will inform & encourage others to be patronizing a particular brand of table water.					
	CL 5	I will recommend my friends to be buying a particular brand of table water due to high performance.					

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