ASSESSING THE EFFECTS OF BRANDING ON CONSUMER CHOICE: A CASE
STUDY OF THE PACKAGED FOOD INDUSTRY IN KUMASI METROPOLIS

By

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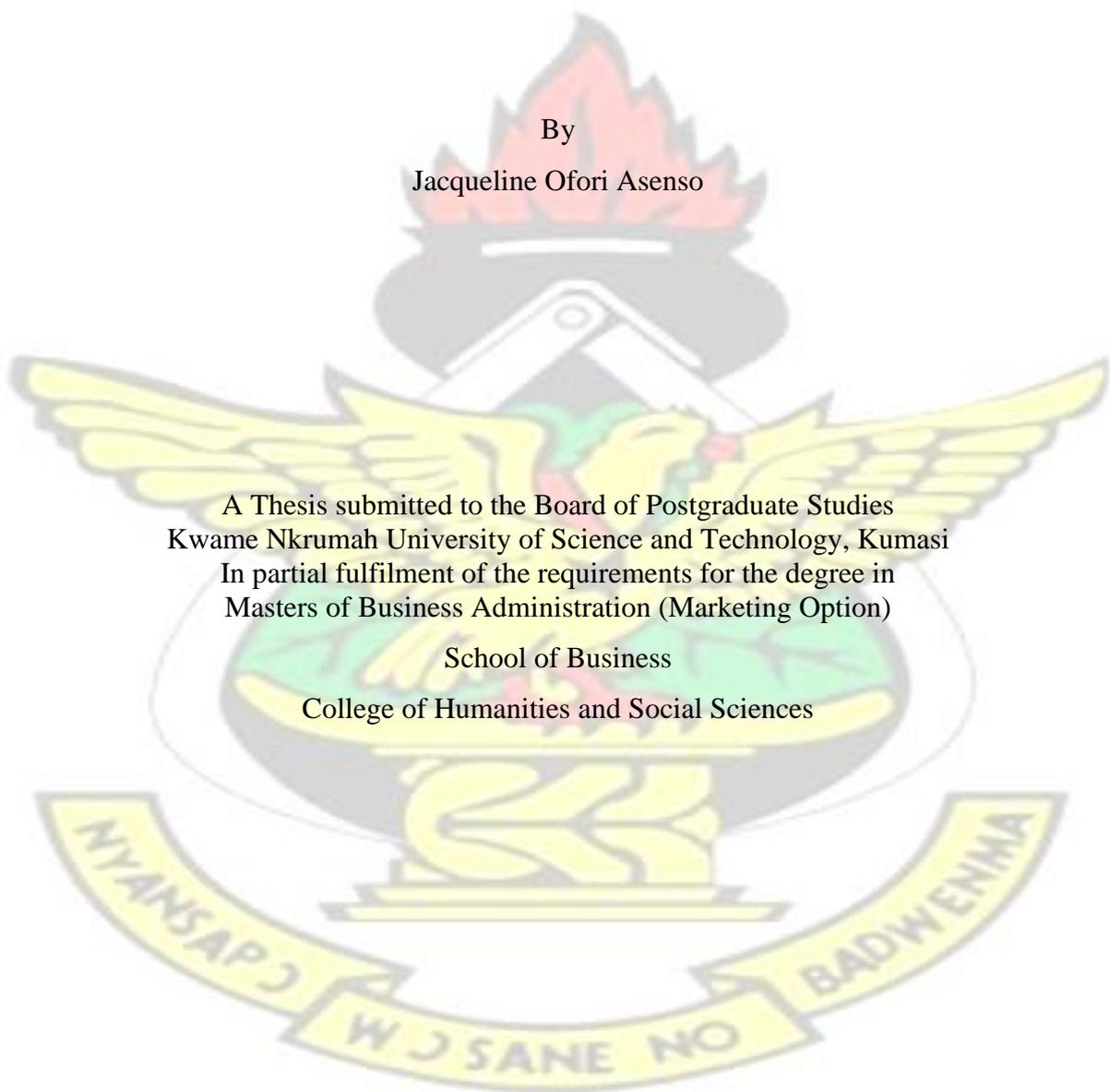
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DECLARATION

I hereby declare that this submission is my own work towards the Masters in Business Administration Degree and that, to the best of my knowledge, it contains neither materials previously published by another person nor material which has been accepted for the award of any other degree by this or any other University except where due acknowledgement has been made in the text.

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DEDICATION

This work is dedicated to my family; Mom and Dad, for keeping faith with me, and my children; that hard work and perseverance pay!

ABSTRACT

The importance of branding in this era of competitiveness cannot be over emphasized. It is one of the most captivating marketing strategies adopt by business organizations for the purpose of winning or overcoming competition. Branding makes an organization to stand out among its competitors and creates an identity for the organization and its products or services. It acts as an important cue or heuristics to help consumers make a choice, especially when purchasing Fast Moving Consumer Goods (fmcgs). It is evident that competition in the fmcgs industry is pushing business organizations to pursue branding strategies to enable them to survive in the market. However, the market is saturated with a variety of products of varying quality thereby putting the consumer in a dilemma when making a purchasing choice of fmcgs. It is against this backdrop that this study sought to identify the factors that influence consumer choice of fmcgs; assess the perceptions of households about branding on consumer choice of fmcgs; and examine the effects of branding on consumer choice of fmcgs. A concurrent triangulation mixed methods design which consist of the collection and analysis of both quantitative and qualitative data at the time was used for the study. In all, the study covered 399 households in Bantama and Nhyiaeso in the Kumasi Metropolis, three (3) wholesalers and seven (7) retailers of fmcgs in the Kumasi Metropolis. The findings of the study revealed that brand name and product packaging are the key determinants of the brand choice for fmcgs. The results of the study also showed that brand price is not a significant determinant of consumer choice for fmcgs. This implies that whether the brand price is high or low, the consumers will first consider the brand name and packaging before they purchase any fmcgs. The study therefore called on business organizations in the fmcgs sector to enhance their brand name and improve on the packaging of their products in their quest to grow their businesses and increase their market share and profitability.

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Above all, I thank the almighty God for the gift of life, and good health and for seeing me through a successful program.
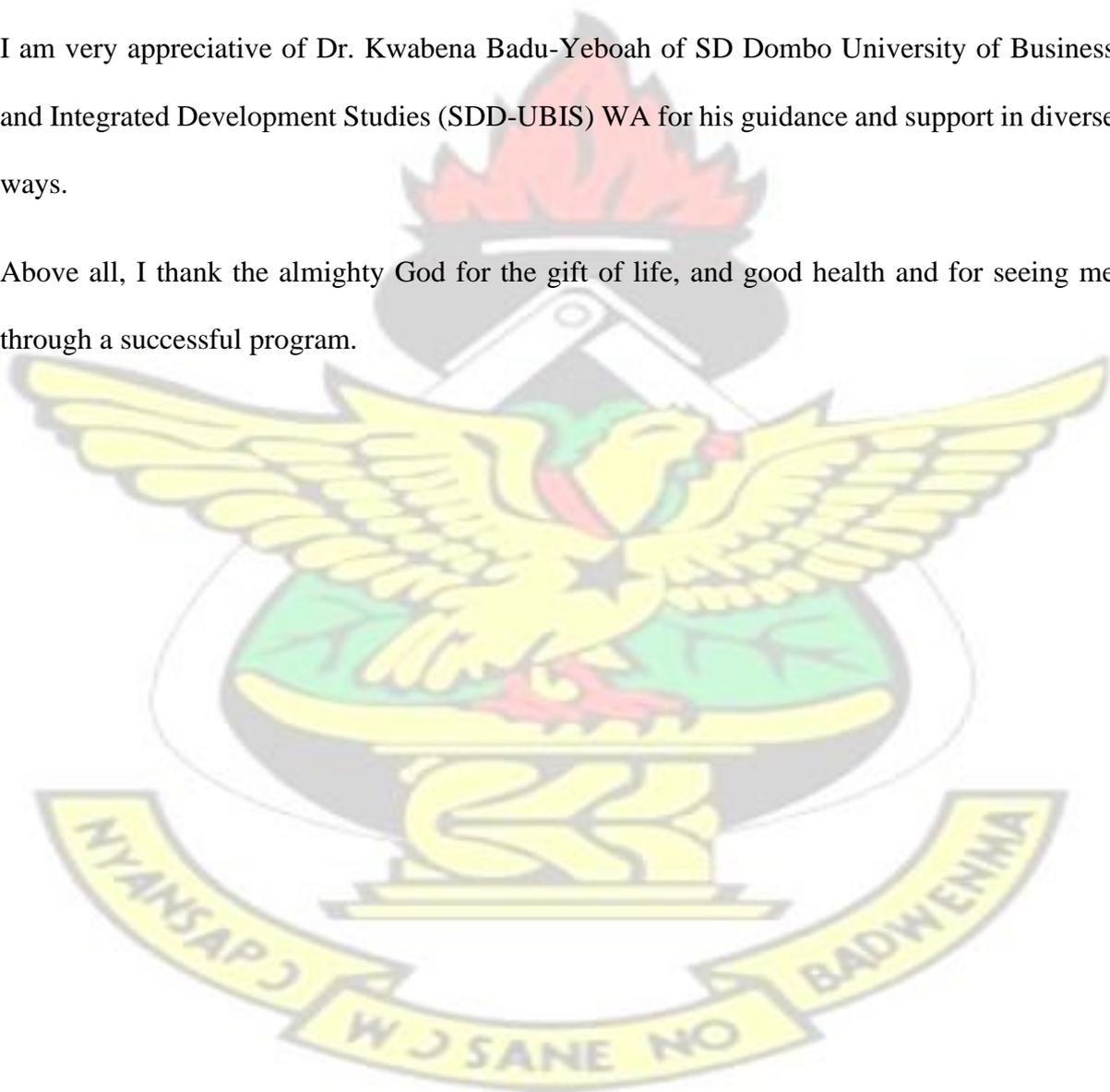
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CHAPTER ONE: GENERAL INTRODUCTION

1.1 Background to the Study

It is impossible to overstate the value of branding in today's cutthroat business world. Numerous business organizations, academics, and consumers have all shown a great deal of interest in the idea, and they still do (Kotler & Keller, 2015). It is known that business organizations that concentrate on their brands and develop them appropriately gain a competitive advantage (Bii and Kiptoo, 2019; Tandoh and Nsiah, 2019; Isik and Yasar, 2015; Momani, 2015; Nma, Egwuonwu, & Otsupius, 2015). Therefore, one of the most captivating marketing techniques used by commercial organizations to outperform or win over their rivals is branding.

Loyalty among customers is centered on a brand. For the purpose of ensuring future demand and related cash flows, it develops as an asset. Furthermore, it aids in business stabilization and protects against the encroachment of rival companies. As a result, in this highly competitive business environment, investment and planning can be done with increased assurance (Loken, Ahluwalia, & Houston, 2010). In addition, brands are seen as corporate assets and are therefore legally protected from infringement. They are developed over time based on perceptions of the business, its goods, or services and are either confirmed or refuted by experiences (Chovanová, Korshunov, & Babanová, 2015; Kahle and Kim, 2006; Aaker, 1996).

According to a widely respected study by Aaker (1996), a brand's value is based on the marketability of its products and the degree to which customers are satisfied with the goods and services it offers. Customers will have confidence in the brand because of this. According to the study, if consumers are satisfied with a brand's quality, they will have a good impression

of the company and be more inclined to stay loyal to it (Aaker, 1996). In order for a business to be profitable and survive, Aaker (1996) noted that customer loyalty and trust are crucial because they lessen the likelihood of an attack from rivals.

A study by Cravens and Piercy (2003) also emphasized the crucial part that brands play in the choices that consumers make. The authors went on to say that it is crucial for businesses to understand how customers decide what to buy and what conditions they use to guide those decisions. Additionally, Kahle and Kim (2006) asserted that consumers must choose between a wide range of products or brands on the market that differ only slightly in terms of price or function due to the market's growing competitive environment. The two made the argument that in these circumstances, consumers' choices are influenced by how they perceive the brands.

It is clear that branding makes it possible for customers to quickly recognize a product or service as one they are familiar with or enjoy. As a memory cue, it enables customers to recall pertinent details about a good or service based on prior interactions with the brand, brand perceptions, or brand associations (Chovanová et al., 2015; Holt, 2015; Kotler & Keller, 2015).

Because of this, brands are crucial to the marketing strategy used by businesses to market both themselves and their goods (Momani, 2015). So, just as important as the products or services a business organization offers or produces is its brand image. Customers feel confident in an organization's reliability when they recognize and trust its brand identity. It instills trust in the public and other interested parties regarding the full range of goods and operations connected to a business organization (Isik and Yasar, 2015).

It is obvious that branding helps an organization stand out from its rivals and forges a lasting identity. It serves as a crucial cue or heuristic to assist customers in making a decision, particularly when buying Fast Moving Consumer Goods (fmcgs), also known as Consumer Packaged Goods (CPG), such as food, beverages, personal care products, and home care items (Nma et al., 2015; Shehzad, Ahmad, Iqbal, Nawaz, & Usman, 2014). The market, however, is oversupplied with a wide range of goods, all of varying quality, which leaves the consumer with a difficult decision to make when choosing which fmcgs to buy. Therefore, it is essential to comprehend branding's impact on fmcgs' consumer goods in great detail.

1.2 Statement of the Problem

The branding of fmcgs has permeated consumers' daily lives all over the world. With so many brands available to them every day, consumers are literally spoiled for choice (Bii and Kiptoo, 2019; Ge, Brigden, and Häubl, 2015; Isik and Yasar, 2015). As a result, branding has taken center stage in the FMCG industry. The majority of businesses heavily invest in branding in an effort to gain consumers' trust, grow their market share, and boost profits. According to a study by Erdem,Swait and Valenzuela (2006), FMCG marketers spend a significant amount of money developing brands over a period of time with the hope of recovering their investment through long-term consumer brand loyalty.

In all countries, it is clear that fmcgs, also known as Consumer-Packaged Goods (CPG), account for a sizable portion of consumers' budgets. Consumers and policymakers have expressed a great deal of interest in the retail trade of these goods because it is crucial for the regular supply of these necessities at competitive prices and high quality (Joghee & Pillai, 2013). Fmcgs are frequently purchased by consumers and are typically non-durable goods with a short shelf life. They are inexpensive and don't require a lot of consideration, planning, or

money to buy. In the fmcgs sector, these products typically have low profit margins, so retailers try to make up for this by selling them in large quantities. Because the products are nearly identical, there can be fierce price competition among retailers (Dibie, Unanam, Nwakwue, & Kalu, 2019; Sarker & Rahman, 2017, Nma et al., 2015; Pallavi & Shashidhar, 2015; Shanmugan & Pillai, 2013). Food, beverages, personal care, and home care products are some of the most significant categories under this classification, which covers a wide range of frequently purchased consumer goods (Sarker & Rahman, 2017; Nma et al., 2015; Shehzad et al., 2014).

Companies in the FMCG sector use branding and other promotional activities to create brand loyalty and enable them to charge higher prices, which helps them increase profitability (Dibie et al., 2019; Sarker & Rahman, 2017). However, this can only be achieved when commercial organizations design branding strategies that allow organizations to distinguish their products and raise consumer awareness. Therefore, business organizations work hard to comprehend the needs of various consumers in various settings so they can develop and implement successful branding strategies. They examine the peculiar behavior of various consumer groups for a range of goods to determine what factors consumers consider before making a purchase.

There are reasons behind every purchase, even though the competition in the fmcgs sector is driving business organizations to pursue branding strategies to help them survive in the market. Additionally, there is an abundance of products on the market that are of dubious quality. Therefore, when choosing a product to buy, consumers are presented with a choice. This study aims to investigate how branding influences consumer choice in this context.

Extensive review of related literature revealed that a number of studies have been carried out on the effects of brand on consumer choice, especially in the fmcgs sector (Bii & Kiptoo, 2019; Dibie et al., 2019; Lema & Wodaje, 2018; Sawagvudcharee, Shrestha, & Mandal, 2018; Patil, 2017; Santoki & Parekh, 2017; Karam & Saydam, 2015; Pallavi & Shashidhar, 2015; Qasim & Agarwal, 2015; Nma et al., 2015; Onigbinde, & Odunlami, 2015; Si and Kapoor, 2014; Joghee & Pillai, 2013). However, most of these studies focused on fmcgs in general (Dibie et al., 2019; Sawagvudcharee et al., 2018; Patil, 2017; Santoki & Parekh, 2017; Nma et al., 2015; Pallavi & Shashidhar, 2015; Qasim & Agarwal, 2015; Si and Kapoor, 2014; Joghee & Pillai, 2013) or look at a specific fmcgs product (Bii & Kiptoo, 2019; Lema & Wodaje, 2018; Karam & Saydam, 2015; Onigbinde, & Odunlami, 2015). The literature further showed that not many studies have been conducted in the area of packaged food (Karam & Saydam, 2015; Walsh, 2014, Wang, 2013). The packaged food industry was therefore identified as an area that needs further studies.

A recognizance survey was therefore conducted in the Kumasi Metropolis among households, retailers and wholesalers dealing with fmcgs to help identify the most demanding and consuming packaged food products that will be used for the study. The results of the survey indicated that rice, tomato paste, edible oil, mackerel (canned fish) and milk were the top five most demanding and consuming fmcgs food products in Kumasi in particular and Ghana in general. Tomato paste and mackerel were subsequently selected for the study because it appears they are prevalent in most of the dishes consumed at restaurants, hotels, local food joints and at the household level.

1.3 Objectives of the Study

The overall objective of this study is to gain deeper understanding on the effects of branding on consumer choice of packaged food.

Specifically, the study seeks to achieve the following objectives:

- Identify the factors that influence consumer choice of fmcgs

- Assess the perceptions of households about branding on consumer choice of fmcgs.

- Assess the effects of branding on consumer choice of fmcgs.

1.4 Research Questions

The study intends to find answers the following research questions:

- What are the factors that influence consumer choice of fmcgs?

- What are the perceptions of households about branding on consumer choice of fmcgs?

- What are the effects of branding on consumer choice of fmcgs?

1.5 Justification of the Study

The study seeks to examine the effects of brand on consumer buying decision of two prevalent fmcgs, namely tomato paste and mackerel. The finding of the study attempt to fill the knowledge gap on the effects on branding on consumer choice in the packaged food industry. It provides information on consumer buying decision of packaged food and substantiate, or otherwise, the relationship between branding and consumer choice. The findings and the recommendations of the study would help marketing professionals to better re-position their branding strategy to capture the correct target market to improve the sales and profitability. The study also makes available empirical data on the effects on branding on consumer choice in the packaged food industry. Viewed this way, the findings and conclusion of the study may be useful to business organizations, marketing professionals

and academia. The study shall inspire further investigations in the area of branding and consumer choice in the packaged food industry.

1.6 Overview of Research Methodology

The Kumasi Metropolis's wholesalers, retailers, and consumers (households) of tomato paste and mackerel were all included in the study's three-pronged strategy. This made it possible for the research to highlight the viewpoints of the various FMCG industry stakeholders regarding how branding affects consumer choice. The study used a mixed-methods approach, which calls for the systematic blending of quantitative and qualitative research methods (Creswell & Plano Clark; 2017). Combining methods has the major benefit of overcoming the drawbacks that each approach has when used separately (Creswell & Plano Clark; 2017).

The researcher specifically used a Concurrent Triangulation Mixed Methods design, which entails collecting both quantitative and qualitative data at the same time and comparing the two databases to see if there is convergence, difference, or some combination of the three (Creswell & Plano Clark; 2017; Morgan, 1998; Tashakkori & Teddlie, 1998). The researcher was able to use both qualitative and quantitative data thanks to the concurrent triangulation design in order to more precisely define relationships between the key variables. Through the use of data triangulation, the design enhanced the validity of the study's findings and deepened understanding of the phenomenon under investigation (Creswell & Plano Clark; 2017).

The study employed both simple random sampling and purposeful sampling methods. 399 people were chosen as the study's sample size. Additionally, key informant interviews with three wholesalers and seven retailers were conducted. With the aid of Microsoft Excel and IBM

SPSS Statistics version 25, the quantitative data was examined. Thematic analysis was used to analyze the qualitative data. In Chapter Three, a detailed methodology is presented.

1.7 Scope of the Study

The study was conducted in the Kumasi Metropolis, the second largest metropolis in Ghana. It was carried out in two communities in the metropolis namely Bantama and Nhyiaeso. The study focuses on the effects of branding on consumer buying decision of packaged food. It is limited to two prevalent packaged food, namely tomato paste and mackerel.

1.8 Limitations of the Study

The findings of this study is subject to one main limitation. Although the recognizance survey conducted in the Kumasi Metropolis among households, retailers and wholesalers dealing with fmcgs identified five most fast demanding and consuming fmcgs food products in Kumasi, the study however focused on only tomato paste and mackerel. This was however compensated for with an enhanced breadth and depth of the study due to in inclusion of wholesalers and retailers, aside consumers, in the study.

1.9 Organization of the Study

The study consists of five chapters. Chapter One introduces the research problem and give an overview about the study. It discusses the objectives of the study, the scope and the significance of the study as well as the organization of the study. The second Chapter focuses on the review of relevant literature and establish the conceptual base for the study. The Chapter Three is devoted to the Methodology that was employed for the study and the ethical issues followed by the study. It also covers the profile of the organization/study area. The Chapter Four deals

with the data presentation and analysis of the data collected for the study. The last Chapter,

five, presents the summary of findings, recommendations and conclusion.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter seeks to situate the study within the context of existing literature. It basically discusses literature that is directly related to the research topic in line with the objectives of the study. The chapter gives an overview of fmcgs and discusses the concepts of branding and consumer choice. The specific and related topics of the literature review are fmcgs, definition of brand, the concept of branding, elements of successful brand, the concept of consumer choice and the effects of branding on consumer choice. It strives is to provide a clear understanding of the phenomenon under investigation and ultimately come out with a Conceptual Framework to guide the study.

2.2 Overview of Fast-Moving Consumer Goods (fmcgs)

Consumer packaged goods (cpgs) are produced, distributed, and marketed primarily in the Fast Moving Consumer Goods (fmcgs) business, sometimes known as the "packaged goods" industry. Consumers put less thought into buying fmcgs than they do for other products, despite their comparatively low cost and quick turnover (Qasim & Agarwal, 2015). They are items that the typical consumer uses every day and replaces or uses up completely within a few days, weeks, months, or even a full year. Despite having a modest profit margin, these goods typically sell in big quantities, which allows fmcgs to generate a sizable total profit (Dibie et al., 2019).

Because the items are nearly identical, another remarkable quality of fmcgs is that they may frequently be simply substituted (Dibie et al., 2019; Sarker & Rahman, 2017). Typically, this leads to fierce competition among the sector's operators. Because of this, many businesses

utilize branding and other marketing methods to stay competitive (Bii & Kiptoo, 2019; Dibie et al., 2019; Sarker & Rahman, 2017).

The fmcgs include a wide range of regularly used items such packaged food, drinks, toiletries, tooth-cleaning supplies, shaving equipment, and detergents, as well as other non-durables like glassware, lightbulbs, batteries, paper products, and plastic items, among others. They may also include chocolate bars, tissue paper, consumer gadgets, cosmetics, and medications (Pallavi and Shashidhar, 2015).

In many nations, consumers spend a considerable portion of their budget on goods. Anupam & Sharma (2012) claim that FMCG products account for a significant amount of household monthly spending .When compared to government and company spending, consumer spending on fmcgs is the source of demand that is rising the fastest, according to a Signé (2018) analysis on the potential of the African consumer market. This trend is expected to last through 2030. According to a different analysis by the Economist Intelligence Unit, published in Signé (2018), African retail sales in 2016 exceeded $1.4 trillion, with the FMCG subsegments of food, beverages, and tobacco accounting for approximately two-thirds of the total.

The FMCG industry in Africa has a strong potential to grow, according to a KPMG analysis titled "Fast Moving Consumer Goods in Africa." According to the survey, high levels of poverty, particularly in Sub-Saharan Africa, force consumers to spend the majority of their income on food and other needs (SSA). The packaged food sub-sector of fmcgs therefore has a very broad market to serve (KPMG, 2014). Tomato paste and mackerel are examples of packaged food in this study's discussion of fmcgs.

2.3 Definition of Brand

The Old Norse term brandr, which means "to burn," is whence the word brand gets its origin and modern meaning. Brands are identification marks that are burned with a heated iron onto livestock. The method used by livestock owners to distinguish their animals from those of others was and is branding (Maurya & Mishra, 2012).

According to the America Marketing Association (2020), a brand is any name, term, design, symbol, or other characteristic that distinguishes one seller's good or service from those of the competing vendors. Farquhar (1989) also defined a brand as a name, symbol, design, or logo that adds value to a product above and beyond its intended use. Aaker (1991), on the other hand, viewed a brand as a name and/or symbol, such as a logo, trademark, or packaging design, used to distinguish one seller's or a group of sellers' products from those of rivals. He indicated that a brand tells the consumer where the product came from and shields them from competitors who could try to sell similar-looking goods.

These definitions suggest that if a seller develops a new name, logo, symbol, design, or other feature for a new product, they have developed a brand. However, it should be noted that many marketing professionals see a brand as more than that and describe a brand as having genuinely developed a specific level of recognition, repute, and importance, among other things, in the marketplace (Keller, 2013).

Brands were thoroughly examined by King (1973) as the epitome of the marketing process. He claimed that while a brand is what the buyer purchases and what makes a business successful, a product or service is what a firm manufactures or provides. A brand, according to Keller (2013), is more than just a product because it can have characteristics that set it apart from

similar items created to fill the same needs. According to Burmann, Blinda, and Nitschke (2003), a brand is a collection of advantages with distinguishing qualities that, in the perspective of relevant target audiences, permanently set it apart from similar benefit collections. A brand is the personification of the good or service, according to Pitta & Franzak (2008). The two defined this as being what the good or service accomplishes in terms of the advantages it brings the consumer, how it brings those advantages to the customer, who it benefits, and how the customer feels as a result.

So a brand is more than just a name or a product. Therefore, this study adapts the definition provided by Burmann et al. (2003) and characterizes a brand as a package of benefits that includes distinctive components that, in the eyes of pertinent target audiences, permanently distinguish it from other packages of benefits that address the same needs. The brands of tomato paste and mackerel, two goods in the packaged food subsector of fmcgs, are the subject of this study.

2.4 The Concept of Branding

Since ancient times, branding has been practiced in various ways all across the world. According to Maurya and Mishra (2012), it dates back to the time when people used a burned mark on cattle to identify them. Since the Middle Ages, when artisans and craftsmen used to stamp their items with a mark or a signature to distinguish them from those of others and to identify the source of the products, it has changed (Ulla, Svensson, & Vincze, 2012).

In reality, brands have always been important in business, and starting in the 20th century, branding and brand linkages were increasingly important to rivals. Modern marketing is characterized by its focus on building differentiated brands, which has become one of its defining characteristics (Aaker, 1991). As a result, branding has advanced to become one of

the most alluring marketing techniques used to defeat or win over rivals (Ogbuji, Anyanwu, and Onah, 2011). It does this by utilizing a name, phrase, design, symbol, or combination of these to distinguish its goods or services from those of rival businesses (Kerin, Hartley, & Rudelius, 2009). According to Kotler and Armstrong (2006), branding is the sum of a customer's impression of a product, its performance, and all the unique features that matter to them. Names, affiliations, and other components that are used to identify a product are all considered to be part of branding, according to Kotler (2000). He defines branding as the process of turning a good or service into a brand by giving it brand recognition. Branding's goal is to distinguish itself in consumers' perceptions (Keller, 2013).

Branding, as defined by the Branding Journal (2015), is the process of giving a meaning to a particular organization, company, products, or services by developing and sculpting a brand in consumers' minds. It is a strategy created by businesses to assist people in easily identifying and experiencing their brand and to offer them a cause to prefer their products over those of competitors by defining what this specific brand is and is not. By consistently providing a good or service with the qualities the brand promises, the aim is to draw in and keep customers who are loyal as well as other stakeholders (Branding Journal) (2015). Branding is described in this study as the practice of giving a product or service the characteristics of a brand in an effort to set it apart from rivals in consumers' eyes.

Brands are crucial in influencing the purchasing decisions of consumers, according to a 2003 study by Cravens and Piercy. The study came to the conclusion that it is crucial for businesses to understand how customers make decisions and what factors they utilize.

Due to the glut of nearly identical products on the market today, this has become even more crucial in recent years (Dibie et al., 2019; Sarker & Rahman, 2017). Additionally, while choosing which things to buy, people have preferences that are based on how they view a particular brand (Macdonald &Sharp, 2000). Therefore, effective branding could enhance the likelihood that customers will purchase the company's goods and services by making them aware of the brand's existence (Doyle, 1999).

2.5 Elements of Successful Brand

The trademarkable components that serve to distinguish and identify a brand are known as brand elements or brand identities (Keller, 2013). It consists of visible or nonverbal cues that help distinguish and identify a good or service (Keller, 2016). The most often used brand elements are brand names, unified resource locators (urls), logos, symbols, characters, spokespeople, slogans, jingles, packages, and signage (Keller, 2016; Keller, 2013). According to Keller (2013), marketers can pick brand components to raise brand recognition, assist the creation of powerful, favorable, and distinctive brand associations, or elicit favorable brand judgment and feeling. He says that a brand aspect that contributes favorably to brand equity produces specific, favorable associations or reactions. These associations show the brand's values and the owners' commitment to its consumers. It fosters a value offer that includes practical, sentimental, and expressive benefits, which aids in building a relationship between the brand and the customer (Prada, 2007). The visual design serves as a reflection of the fundamental brand identity and should be controlled carefully, maintained, and not threatened (Kotler and Pfoertsch, 2006).

In order to choose and create brand features that would increase brand equity, Keller (2013) proposes six basic criteria. These include memorability (number one), meaningfulness (number

two), likeability (number three), transferability (number four), adaptability (number five), and protectability (number six). He contends that each component of a brand may be acting either offensively or defensively, each with its own advantages and disadvantages. The brand elements should be distinctive, simple to recognize, and easy to recall in order to increase brand awareness. In order to effectively transmit the general information about the brand's functions and increase brand awareness and salience, the brand aspects also need to be meaningful. To develop brand image and positioning, it should also include detailed information about the unique qualities and advantages of the goods and services. The final offensive requirement, likability, requires that the brand piece be visually endearing to consumers. According to Keller, having a collection of brand features that are memorable, meaningful, and likeable has many benefits because, typically, people do not consider much brand information when choosing a product to buy (Keller, 2013). The brand characteristics should be transferrable within and between product categories, geographical and cultural borders, and market groups in order to sustain brand equity on the defensive side. Furthermore, brand components must be flexible throughout time. To avoid unlawful competitive violations of the brand both locally and internationally, it should be protectable in a legal and competitive sense (Keller, 2013).

What customers would think of the brand if they only knew about its brand name, related logo, and other brand aspects is the best indicator of how effective a brand element is at building a brand. A combination of brand aspects, or possibly all of them, should be used because different brand elements offer various advantages. This explains why powerful brands use a variety of brand aspects (Keller, 2016). The common brand components will be examined in the following subsection in order to determine how they contribute to branding.

2.5.1 Brand Name

The term or terms used to identify a business, good, service, or idea is known as a brand name (Stone, 2018). Evidently, buyers view this information the most (De Chernatony, 2010). It serves as the foundation for brand communication and awareness, which can assist a new product achieve its intended brand awareness and image (Keller, Heckler & Houston, 1998).

Keller (2013) asserts that the brand name is a crucial component since it frequently succinctly and economically expresses the main idea or essential associations of a product. Brand names may be incredibly efficient shorthand for communication, according to Keller. He explained that unlike advertisements, which can run for up to 30 seconds, and sales, which can go on for hours, a brand name can be observed and its meaning triggered in memory in only a few seconds.

A brand name serves as the foundation of a product's identity because it encompasses all the crucial components of brand equity (Mosarrat, 2012). Consumers associate the brand name with the product so strongly that changing it comes with a high risk of losing all equity in the company. As a result, before making a decision, brand names should be thoroughly investigated. The most important thing to keep in mind is that, much like other brand components, a brand name should be picked while keeping in mind the six broad criteria of memorability, meaningfulness, likability, transferability, adaptability, and protectability (Keller, 2013).

2.5.2 Logos and Symbols

Despite the fact that the brand's name is its most important component, logos and other visual brand aspects frequently contribute significantly to the development of brand equity and, more

specifically, brand awareness. Because of their visual appearance, logos and symbols are frequently and can be a useful way to identify products (Keller, 2013).

An essential component of a brand's visual identity, according to Kohli, Suri, and Thakor (2002), is its logo. As a way to denote origin, ownership, or affiliation, it has a lengthy history. 2013 (Keller). Whether they are seen up close or out of the corner of the eye, logos are visual icons and as such are associated with the brand they represent. Due of this, even if you don't speak the language when driving in a foreign nation, you can still comprehend that a red octagonal sign signifies STOP. Thus, logos serve the two fundamental yet essential purposes of brand identification and brand differentiation (Savard and Gallagher, 2010 & 2011 cited in Mosarrat, 2012).

A logo can be anything from a company name or trademark—which are simply word marks with text only—written in a distinctive style, like Coca-Cola or Tit Kat, to an entirely abstract design that may have nothing whatsoever to do with the word mark, company name, or corporate activities, like the Nike Swoosh or Olympic rings. The non-word mark logos are frequently called symbols (Keller, 2013).

In contrast to brand names, logos and symbols are adaptable and frequently non-verbal. When the need arises, they are easily altered throughout time to obtain a more contemporary style, and they are typically culturally universal. Because they are frequently abstract and lack significant product significance, they might be relevant and appropriate in a variety of product categories. Given their visual character, logos and symbols are frequently easily recognized and can be an effective way to identify products. However, the main difficulty is how well logos become linked in memory to the matching name and product to increase brand recall

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(Keller, 2013). Thus, through improved brand identification, uniqueness, and loyalty, logos and symbols assist firms in building equity. Because they are such valuable assets, organizations work hard to promote their use by pouring a lot of time, effort, and money into developing their brand logos and symbols.

2.5.3 Characters

Characters is a specific category of brand sign, one that adopts human or actual traits. Advertising is typically used to create brand personalities. In fact, brand personalities can be a major part of packaging and advertising designs (Keller, 2013; Costa, 2010). (Keller, 2013). Brand characteristics or values are embodied through brand character. Characters soon become the heroes of commercial campaigns as a result, and the finest ones become beloved cultural icons by both children and consumers (Wheeler, 2013).

There are numerous variations of brand personalities. Some are animated, such as the Tony the Tiger and Peter Pan Peanut Butter, while others are live-action figurines, such as the Marlboro Cowboy and Ronald mcdonald (Keller, 2013). Similar to other brand components, brand character can offer several advantages for building brand equity. Brand characters tend to be attention-grabbing and very helpful for spreading brand awareness because they are frequently colorful and filled with imagery. Additionally, they can support the dissemination of a salient product benefit and increase the likeability of the good or service (Keller, 2013).

2.5.4 Slogans

According to Hernandez and Li (2017), quoted in O'Guinne, Allen, Scheinbaum, and Semenik (2018), a slogan, also known as a tagline, is a brief statement that is used to help build an image, identity, or position for a company or organization and to make the essential benefits of a brand

easier to remember. These brief sayings convey information about the brand that is illustrative or convincing (Keller, 2013). It is created by using the same term repeatedly in the company's advertisements, other public communications, sales personnel, and promotional activities. They typically appear immediately beneath the brand name, company name, website, or spoken broadcast advertisements for the brand (O'Guinne et al., 2018).

Because they are incredibly effective, concise ways to develop brand equity, slogans, like brand names, are effective branding tools. Slogans can also serve as helpful "hooks" or "handles" to aid consumers in understanding a brand's meaning in relation to what the brand is and what makes it unique (Keller, 2013, p. 158). Keller (2013) asserts that some slogans raise brand awareness by making some reference to the company's name. By creating strong connections between the brands and the appropriate product category, he suggests that some slogans increase brand awareness even more clearly. He continues by saying that slogans can support a brand's positioning and desired point of distinction. Slogans can have a significant role in a company's personality and brand image (O'Guinne et al., 2018).

2.5.5 Packages

The process of creating a visually appealing package, wrapper, or cover in which a product will be sold to a buyer is known as packaging. It covers all the procedures required in making a container for containing, handling, and safeguarding the product (Surbhi, 2018). It speaks of the processes involved in creating and designing product packaging. It facilitates the identification of the brand, the delivery of evocative and compelling information about the brand, the transportation and protection of the product, the improvement of product storage at home, and the facilitation of product consumption (Keller, 2013). A nice packaging attracts consumers' attention to the product, makes it ready for shipment and sale, and also guards

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against damage or theft, according to Surbhi (2018), who supports Keller's (2013) position. Additionally, Keller (2013) suggests that the proper choice of packaging's esthetic and functional elements is necessary to meet the brand's marketing goals and satisfy consumer demands. He claims that aesthetic factors determine a package's size, shape, material, color, text, and graphics. According to him, cutting-edge printing techniques now permit eye-catching and alluring images, which are crucial for conveying complex and colorful messages on the packaging to attract clients at the market.

The creation of brand equity is one of packaging's most significant advantages. Most frequently, one of the strongest associations that people have with a brand is with its packaging (Keller, 2013). Keller claims that because of brand association, typical beer drinkers connect "green bottle" with Heineken beer. Furthermore, the appearance of the box can play a significant role in establishing brand identification (Keller, 2013, p.165). Therefore, for businesses to succeed in marketing, they must continually improve the packaging of their goods while implementing methods for brand awareness and competitive pricing (Dhurup, Mafini, and Dumasi, 2014).

2.5.6 Jingles

As the name suggests, packaging is the process of creating a visually appealing package, wrapper, or cover in which the product will be sold to the buyer. It encompasses all the procedures required in making a container for containing, handling, and safeguarding the product (Surbhi, 2018). It describes the processes of creating and designing product packaging. It facilitates brand identification, conveys persuasive and evocative marketing information, protects the goods during transportation, improves home storage, and promotes product consumption (Keller, 2013). A nice packaging attracts consumers' attention to the product,

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makes it ready for shipment and sale, and also guards against damage and theft, according to Surbhi (2018), who supports Keller's (2013) position.

Additionally, Keller (2013) suggests that the proper selection of packaging's esthetic and functional elements is necessary to meet the brand's marketing goals and satisfy consumer demands. He says aesthetic factors determine a package's size, shape, material, color, typography, and images. According to him, cutting-edge printing techniques now permit eye-catching and alluring images, which are essential for conveying complex and colorful messages on the packaging to attract clients at the market.

Brand equity is one of packaging's most significant advantages. The aesthetic of a brand's container is frequently one of the strongest associations that people have with it (Keller, 2013). According to Keller, brand association leads the typical beer drinker to equate "green bottle" with Heineken beer. Additionally, the appearance of the packaging can play a significant role in establishing brand recognition (Keller, 2013, p.165). Therefore, in order to increase brand loyalty, corporations must continually improve the packaging of their goods while implementing methods for competitive price and brand recognition (Dhurup, Mafini, and Dumasi, 2014).

2.6 Concept of Consumer Choice

Consumer choice is the term used to describe the choices that customers make while considering whether to purchase goods and services from the available alternatives. It concerns how consumers choose which goods to buy or consume when faced with competing options. It is comparable to a well-known example of a person choosing their path while walking down the street in hesitation (Saylor, 2009 cited in Bii, Langat & Sang, 2019).

Choice behavior is a component of consumer behavior that has two sets of possibilities, according to Danish, Ali, Ahmad, and Zahid (2019). The first choice comprises non-material options such as spouse, family, house location, and political preferences. The second alternative, on the other hand, focuses on tangible items that catch the attention of marketers, such as exceptional brands, goods, products, and services. Danish et al. (2019) draw the conclusion that consumer choice behavior is hence customers' choices of goods and services, determining which goods must be made readily available for purchase throughout time.

Several academics have studied consumer decision-making styles and developed models to describe how consumers make decisions (Montgomery & Urban, 1969; Engel, Kollat, & Blackwell, 1968; Engel, Blackwell, & Miniard, 1986). However, when it comes to consumer decision-making, the Engel, Kollat, and Blackwell (EKB) model (Engel et al., 1968) is one of the pioneering and well-known models. Consumer buying behavior is broken down into five primary stages under the EKB model: need identification, product or service information collecting, alternative evaluation, actual purchase of the good or service, and post-purchase behavioral phase.

Kotler, Armstrong, Wong, and Saunders (2008) show that there are five stages in a consumer's purchasing decision process using the EKB model as a backdrop. They maintain that the purchasing process begins a long time before the actual purchase and continues for a very long time after. Therefore, the authors caution marketeers to pay attention to the full buying process rather than just the final decision. They contend that the buyer's awareness of a need or problem marks the beginning of the consumer decision-making process. Following that, the consumer will either look for additional information about the requirement or not. The consumer will make use of the knowledge to assess competing brands in the choice set

before making a purchase. The customer will evaluate the product after buying it, and depending on whether they are satisfied or not, they will decide what to do next (Kotler et al., 2008). In particular for fast moving consumer products or consumer packaged goods, when the product satisfies the expectations and happiness of the customer, he or she is very likely to repurchase the same brand and develop brand loyalty. However, if a customer's expectations were not met by the product, the latter will experience post-buy regret, regret the purchase, and will most likely propagate the negative experience by word of mouth (Saylor, 2009 cited in Bii et al., 2019).

Consumers might not always follow the full decision-making process for each purchase they make. Consumers occasionally make decisions on autopilot that may be based on heuristics or mental shortcuts. It can occasionally take a consumer a long time to make a final buying decision when dealing with high involvement products (Solomon, 2006).

Shah and Oppenheimer (2008; quoted in Bii and Kiptoo, 2019) assert that consumer choice is influenced by brand presentations, the value of the product or services, the anticipated advantages from the product, and the product quality. The two go on to say that additional elements including the impact of friends and family, the consumer's social class, and other indicators like the frequency of brand-related commercials, messaging, and slogans also affect consumer decision. To choose a product, such as a consumer good, is tough, the authors claimed, but indicators like price comparison with what rival companies are giving on the market provides the greatest criterion to assist customers. Cultural, social, personal, and psychological difficulties are also listed by Kotler et al. (2008) as factors that have a significant impact on customers' purchasing decisions. They imply that the intricate interaction of all these elements ultimately determines customer choice. Therefore, in order

to better serve their needs, particularly in the fmcgs industry, marketers must be aware of these criteria and classify their potential clients.

2.7 Effects of Branding on Consumer Choice

Numerous studies, particularly in the FMCG industry, have looked at how branding affects consumer choice. However, there is a wide disparity between the findings of these studies and the opinions of the researchers. This section examines the empirical research on how branding affects consumers' decisions about FMCG products.

In their investigation on the relationship between branding and bottled water consumer preference among Kenyan institutional consumers, Bii et al. (2019) discovered that brand had an impact on consumers' decisions regarding bottled water. According to their opinion, consumers make decisions to buy products if they are aware of the brand and can remember their previous interactions with it. They also asserted that customers obtain brand information through commercials and rely their purchases of certain products on the brand loyalty they have developed over time. A survey with a sample size of 147 participants was employed in the study, which was primarily quantitative.

A study on FMCG product purchasing patterns in Calicut City was conducted in India by AK (2017). In order to indicate the specific variables that should be given the most weight when making decisions of this nature, the study set out to discover the elements influencing consumers' decision to purchase toothpaste, an FMCG product. With a sample size of 150, the study used the descriptive research method. According to the study's findings, there are five processes in a consumer's purchasing decision. The study's findings suggest that consumers make a purchase decision that is appropriate after first realizing the need for the product, then seeking information about it, primarily through advertisements. Last but not

least, buyers evaluate the product after buying it, and the findings of the evaluation will influence their future purchasing choices. According to the study's findings, customers form opinions about a product based on their interactions with it, and they also have a tendency to stick with a brand that they like, which fosters brand loyalty. However, the survey found that if customers are unhappy with how the product is used or if it is readily available on the market, they will switch brands.

Similar to this, Legese and Wodaje (2018) conducted a study on the variables influencing the brand choice of educated consumers of bottled water in Gondar, Ethiopia. A sample size of 383 people was used in the study, and there was a 4 percent allowance for non-response rate. It used both an explanatory and a descriptive research design. According to the study, consumers in Gondar City in Ethiopia choose one brand over another for bottled water goods based on factors such price, product quality, brand name, advertising, packaging, brand availability, and brand image. According to the study, brand name, brand image, packaging, and pricing were the factors that consumers considered most when choosing bottled water.

The relationship between branding and consumer purchasing habits for insect repellents in Ghana's Kumasi Metropolis was also studied by Tando and Nsiah (2019). According to the study, branding and consumer purchase decisions are strongly correlated. According to the study, most respondents were aware of the brands they had purchased and remembered them when making a purchase. Additionally, the majority of study participants firmly agreed that brand preference for mosquitoes is influenced by quality perception. A sample size of 210 users of insect repellents was used in the study, which used a quantitative methodology. The results of this study's investigation into brand equity are comparable to those of Bii et al(2019) .'s investigation into the effects of branding and consumer preference for bottled

water among institutional consumers in Kenya.

The choice of bottled water by consumers in the Ghanaian market was examined by Quansah, Okoe, and Angenu (2015). As part of the sturdy, Two hundred and forty (240) bottled water consumers in Accra were interviewed for the quantitative study using cross-sectional survey design .According to the study, usage and consumer perception of bottled water are related. The study found that a consumer's high perception of a product causes them to purchase it more frequently. The study also found that factors influencing consumers' choices of bottled water include quality, brand price, availability, and package. This study supports the findings of Legese and Wodaje's (2018) study, which found that a number of factors, including cost, brand name, packaging quality, and brand availability, affect consumer choice.

Consumer buying decisions are influenced by nine (9) factors, including price, product variety, product quality and features, salesperson, and advertising, according to Sarker & Rahman's (2017) study on consumers' purchasing decisions toward fmcgs in Comilla city, Bangladesh. The other factors are product display, revenue, product demand, and well-known retailers. The study employed a quantitative research method with a sample size of 100 participants, the majority of whom were housewives who bought fmcgs.

In their study on consumer behavior toward specific fmcgs, Pallavi & Shashidhar (2015) made the claim that price has the greatest influence on consumers' purchasing decisions, followed by quality and brand accessibility. A self-administered questionnaire was used in the study, which was based on descriptive research, to gather information from 50 consumers in the Indian city of Mysore. The findings of this study are also in line with those of a study conducted in Ethiopia by Legese & Wodaje (2018), which discovered that a number of factors, including price, product quality, and brand availability, affect consumers' decisions.

It also backs up the conclusions of a 2015 study conducted in Ghana by Quansah et al., which identified quality, brand, price, availability, and package as factors influencing consumers' choice of bottled water.

A study on FMCG brands in India was conducted by Jeevananda in 2011. 50 consumers and 6 distinct retail establishments made up the sample size for the study. Random sampling technique was used to choose the sample for the investigation in the study that adopted the descriptive research methodology. The F-test was used in the study to see if there were any statistically significant differences between store managers' and customers' perceptions of fast-moving consumer goods' branding, packaging, pricing, promotions, and quality. The study's conclusions showed that store managers did not view product packaging, promotion, and pricing as a factor in determining the brand value of fmcgs. Instead, they think that consumers purchase fmcgs based on their quality. According to the store managers, customers are satisfied with the quality of branded products, and as a result, regardless of price, more people will buy fmcgs if they are high-quality. However, the study found that consumers believe that the price of the targeted products goes up when fmcgs are promoted. According to the study, the impact of product quality is greater than that of other factors. The study came to the conclusion that store managers and consumers do not share the same perception of the need to strengthen branding in order to boost FMCG sales. The study's final finding was that consumers and store managers think that the branding and quality of the products influence consumer purchases of fmcgs.

In their 2015 study on the impact of brand image and the promotional mix on consumers' purchasing decisions for beverages in Lagos State, Nigeria, Onigbinde & Odunlami discovered that advertising, sales promotion, and personal selling have a significant impact

on consumers' purchasing decisions. According to the study's findings, consumers are motivated to buy and repurchase a product by the way it is promoted and by its brand integrity. It also improves the recommendation of such a product to other potential customers. 400 drinkers of the chosen beverages made up the study's sample, which was drawn from a descriptive survey research design.

In their research in Pakistan on the influence of branding on consumers' impulsive purchasing behavior in the fmcgs industry. Husnain & Waheed Akhtar (2016) used a sample of nearly 200 frequent student shoppers. The findings of the quantitative study highlighted the importance of packaging in marketing. According to the study, the package's visual components have a significant impact on consumers' decisions about which products to buy, so a subpar package may discourage buyers. The study concluded that although informational words on labeling are becoming more and more important and influence choice, graphics shape and/or size and visual elements positively influence consumer choice more in the fmcgs sector. As a result, customers tend to buy on impulse more often.

A study on how packaging for beauty products affects consumer purchasing behavior was done by Adofo (2014). In the New Juabeng Municipality of Ghana, the study set out to determine how much the packaging for soaps, creams, and perfumes influenced consumer decision-making. With a sample size of 40 users and 10 sellers of beauty products in the Municipality, the study used a descriptive research methodology. According to the study's findings, consumers give a beauty product's packaging careful thought before making a purchase because it has a significant impact on consumer purchasing behavior. The study made the case that packaging works to protect products, define their identity, and draw consumers' attention. The study did find, however, that consumers do not consider a product with attractive packaging to be of high quality. The results of this study corroborate those of

a study conducted in Pakistan in 2016 by Husnain et al., which claimed that visual aspects of the product package have a significant impact on consumer product choice.

The literature review and empirical studies make it clear that factors such as brand loyalty, perceived quality, brand association (also known as brand image), and brand awareness may have an impact on consumer choice. The analysis also showed that these brand dimensions are developed gradually through a combination of brand components and external factors, including promotions, brand price, and others. The study's conceptual framework will be examined in the following section.

2.8 Conceptual Frmework for the Study

Based on numerous studies on the influences of branding on consumer purchasing behavior, the conceptual model developed for this study contains constructs that have shown theoretical support. The model looks at variables that might affect a consumer's decision regarding a brand. As shown in Figure 2.1, the researcher chose brand name, packaging, product quality, advertisement, including jingles, brand price, and brand availability as factors that might persuade a consumer to choose a specific brand over competing brands based on literature review and prior studies.

Figure 2.1: Schematic Diagram of the Conceptual Framework

Source: Author's Construct (2020)

The conceptual framework shown above is essentially the foundation on which the entire research is based. The study thus examined the six factors listed above in order to understand how they could individually, in combination or collectively influence consumer choice of fmcgs through any or sub-set or all of the factors.

2.9 Conclusion

This chapter has reviewed literature on branding, consumer choice and factors that affect consumer buying behaviour. The chapter gave an overview of branding and consumers choice. It also reviewed empirical studies on the effects of branding on consumer choice and thereafter

developed a conceptual framework for the study. It is evident from the foregoing discussions that branding is an essential factor in consumer purchasing decision making.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter is devoted to the research methodology that was employed for the study. It presents the research methods that were used for the study and the background of the study area. It covers research design, population of the study, sampling techniques and sample size, data collection procedures, the reliability and validity precautions as well as the ethical issues that were followed by the research.

3.2 Research Design

The study used a mixed-methods approach, which calls for the systematic blending of quantitative and qualitative research methods (Creswell & Plano Clark; 2017). Combining methods has the major benefit of overcoming the drawbacks that each approach has when used separately (Creswell & Plano Clark; 2017).

The researcher specifically applied a Concurrent Triangulation Mixed Methods design. It is among the most popular designs used in mixed-methods studies. In this design, quantitative and qualitative data are collected concurrently, and the two databases are then compared to see if there is convergence, difference, or some combination (Creswell & Plano Clark; 2017; Morgan, 1998; Tashakkori & Teddlie, 1998). Therefore, it was decided that the concurrent triangulation design was the most appropriate for this study. It allowed the researcher to more precisely define relationships between the relevant variables using both qualitative and quantitative data. Through the use of data triangulation, this improved the validity of the study's results and deepened understanding of the phenomenon under investigation (Creswell & Plano Clark; 2017). Figure 3.1 depicts the methods applied for this study.

QUANTITATIV E Data Collection and Analysis		QUALITATIVE Data Collection and Analysis
	Interpretation Based on Quantitative and Qualitative Results	

Figure 3.1: Concurrent Triangulation Mixed Methods Design

Source: Adapted from Creswell & Plano Clark (2017)

The researcher collected and analysed quantitative and quantitative data concurrently. The results of the two database were thereafter systematically integrated during the interpretation and the discussion session of the study. The side-by-side integration commenced with the quantitative statistical results and was followed by qualitative quotes that support or disconfirm the quantitative results.

3.3 Population of the Study

The population of this study consisted of households in the study area as well as wholesalers and retailers of fmcgs in the study area.

3.4 Sampling Technique and Sampling Size

Both probability and non-probability sampling methods were used in the study. To choose Nhyiaeso and Bantama for the household survey, a non-probability sampling technique called "purposive sampling" was used. Nhyiaeso was chosen because it is a posh residential area with little market and retail activity. On the other hand, Bantama is a lower-class neighborhood with a sizable concentration of wholesalers and retailers. The largest satellite market, where most fmcgs are traded, is also located there. In order to comprehend and appreciate the dynamics of the phenomenon under investigation, the research was able to compare and contrast first-class and second-class residential areas. Simple random sampling, a probability sampling technique, was used to choose households in the Nhyiaeso and Bantama for the quantitative data collection after the two communities were chosen. The researcher was able to avoid bias by using simple random sampling, which also gave each community and household a chance to participate in the study.

Adum was chosen for the key informant interviews with wholesalers using a purposeful sampling method as well. Adum, the city's commercial center, was chosen because it is home to important FMCG distributors. Because there are many more FMCG retailers in Bantama than in Nhyiaeso, these retailers were chosen for the study's key informant interviews. For the Key Informant Interviews, the researcher purposefully chose wholesalers and retailers of tomato paste and mackerel.

Purposive sampling, a non-probability sampling technique, was used at the household level to choose a household member for interview who purchases or makes purchasing decisions on the fmcgs chosen for the study. The survey's participants were chosen using simple random sampling methods as well as purposeful sampling techniques. For the key informant

interviews, participants were chosen through the use of a purposeful sampling. Purposive sampling allowed the researcher to speak with people who were highly knowledgeable about the phenomenon being studied.

The number of households in the communities chosen for the study—Bantam and Nhyiaeso— had an impact on the sample size. The following formula was used to determine it:

$$N = \underline{N}$$

$$1+N\ (\infty^2)$$

Where n = Sample Size; N = Population or Sampling frame; ∞ = Margin of Error.

The total number of estimated households in Bantama and Nhyiaeso were 74,911 and 39,767 respectively, given a total population or sampling frame of 114,678; so based on the stated formula, the sample size for a margin of error of 5.0% was calculated. The calculation showed that 399 households were to be selected for the study.

The sample size for each community was pro-rated using the following formula:

$$N_s = \underline{Number\ of\ households\ in\ a\ community}\ _{x\ 399}$$

$$Total\ Population\ or\ Sample\ frame$$

Where n_s = Sample Size of a community

The number of households surveyed in each community based on the formula is presented in Table 3.1.

Table 3.1: Number of Households Selected in Each Community

Name of Community	Number of Households in a Community	Number of Households Surveyed
Bantama	74,911	261
Nhyiaeso	39,767	138
Total	114, 678	399

Source: Adapted from Nanor, Adarkwa, & Poku-Boansi (2018).

3.5 Data Collection Method

The design of the cross-sectional survey that was used to gather the household-level data. Based on the research questions, a survey questionnaire was created and used to gather information at the household level. The researcher administered it. The survey was composed of a number of closed-ended questions with items in various formats. Additionally, it included multiple-choice questions with one or more variables, yes-or-no binary questions, and self-assessment questions with a 5-point Likert scale. The questionnaire covered the idea of branding, brand equity, branding elements, factors influencing FMCG purchases, and household perceptions of branding. To establish the research instruments' dependability and content validity, as well as to enhance the questions, format, and scale as recommended by Creswell (2009), the questionnaire underwent pilot testing in Asafo and Atasomanso, both of which are located in the Kumasi Metropolis .Before any respondents were interviewed, their informed consent was requested. The respondents received guarantees regarding the privacy of both their personal information and the data they provided for the study.

The qualitative information was gathered through key informant interviews and the examination of secondary sources. Based on the research questions, a protocol for conducting interviews was created. The Kumasi Metropolis's wholesalers and retailers of tomato paste and mackerel made up the key informants. In order to shed more light on the quantitative findings,

three (3) wholesalers in Adum and seven (97) retailers in Bantama were specifically chosen for key informant interviews. Due to time constraints and response saturation, the number of wholesalers and retailers was set at three and seven, respectively. To decide on a convenient date and time for the interview, the key informants were contacted. The interviewee's stores or offices were the locations of the interviews. The study's goal was explained to the participants. Before the interview, the respondents' informed consent was requested. The respondents received guarantees regarding the privacy of both their personal information and the data they provided for the study. Additionally, permission from the interviewees to record the interviews on audio was requested. The interviews were conducted face-to-face and in a conversational manner. The interviews lasted on average for about 25 minutes.

3.6 Data Analysis

As part of data management, the quantitative data collected were edited, coded, entered into the IBM SPSS statistics version 25 and screened to enable the researcher to get information on missing data, normality, and outliers among others. The quantitative data was then analyzed with the help of IBM SPSS Statistics 25 and Microsoft Excel. The study employed both descriptive and inferential statistics in the analysis of the data. The descriptive statistical analysis included frequency distribution and percentages. Pearson's correlation, an inferential statistics, was employed to determine the relationship between branding and consumer choice. Ordinal Logistic regression model was thereafter used to determine the extent of the relationships. The qualitative data obtained through the key informant interviews were transcribed and analyzed according to themes. The data were subsequently interpreted. Some of the important narratives were used as quotes to support arguments advanced in the quantitative analysis.

3.7 Description of the Study Area

One of the fourth-three (43) districts in the Ashanti Region is Kumasi Metropolis. Legislative Instrument 2059, which was passed in 2012, established it with Kumasi as its capital. The metropolis had a population of 1,730,249 as of the 2010 Population and Housing Census, which also included the municipalities of Asokwa, Kwadaso, Oforikrom, Suame, and Old Tafo. It has a sex ratio of 91.4, which means there are 91 (826,479) males for every 100 (903,770) females. The metropolis has a total land area of about 214.3 square kilometers. As a result, there are 8,075 people living there per square kilometer. Since it is entirely urbanized, all of its residents live in cities (KMA, 2018).

The percentage of people who are economically active is about 66.5 percent among those who are 15 years old and older and 33.5 percent among those who are not. 91.4 percent of the economically active population is employed, compared to 8.6 percent who are unemployed. With over 79 percent of the employed population working in the private informal sector, the Metropolis is home to the largest employer. A little over 38.9% of people in employment are in service and sales jobs. Workers in craft and related trades come in second (22.8 percent) (KMA, 2018).

3.8 Conclusion

This chapter has presented detailed discussion of the research methodology and procedure employed in the research. It has justified the selection of the Concurrent Triangulation Mixed Methods Design as the most appropriate approach to answer the research questions for the study. The design did not only allow the researcher to assess the effects of branding on consumer choice but also helped to confirm, cross-validate, or corroborate qualitative and quantitative findings. It is evident that by blending inductive and deductive methodologies,

better and more comprehensive results could be achieved. This is reflected in the quality of

analysis and discussions that are presented in the data presentation and analysis chapters.

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter presents the analysis of data, research findings and interpretations of the study. It is based on the objectives of the study and research questions developed to guide the study. Survey questionnaire was developed and administered to 399 respondents as per the research methodology developed for the study. The data collected through questionnaire, were analyzed and interpreted by using the IBM SPSS Statistics software version 25 and Microsoft Excel. Data analysis techniques employed for the study include descriptive and inferential statistics.

The chapter has been organized into five sections. The first section is introduction which is followed by demographic characteristics of the respondents in section two. The third section focusses on branding and factors that influence consumer choice of a brand. This is followed by perception of households about branding. The last section of this chapter, dwells on the effects on branding on consumer choice.

4.2 Demographic Characteristics of Respondents

This section discusses the demographic characteristics of the respondents in terms of age, sex, educational qualification, employment status and income. The essence is to give background information on the households surveyed as a basis for analysing and assessing the effects of brand on consumer choice of Fast Moving Consumer Goods (fmcgs). Moreover, a study by Quansah et al. (2015) on factors affecting the consumers' choice affirmed that a strong relationship exist between age categories, income groups, educational levels, and bottled water buying behavior in the Ghanaian market.

4.2.1 Age of Respondents

Individuals of various age groups are perceived to hold different opinions on different subjects and related differently to different fmcgs (Quansah et al., 2015). In view of this, respondents were required to indicate their ages. Table 4.1 presents the results of the analysis of the age of respondents. It shows that out of a sample of 399 respondents, 124 representing 31.1% of the respondents were aged between 16-20 years.

Table 4.1 Age Distribution

Age Group	Community					
	Bantama		Nhyiaeso		Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
16-20	80	30.7	44	31.9	124	31.1
21-25	52	19.9	38	27.5	90	22.6
26-30	20	7.7	17	12.3	37	9.3
31-35	5	1.9	3	2.2	8	2.0
36-40	14	5.3	5	3.6	19	4.8
41-35	19	7.3	3	2.2	22	5.5
46-50	31	11.9	4	2.9	35	8.8
51-55	21	8.0	10	7.3	31	7.8
56-60	19	7.3	9	6.5	28	7.0
61 and above	0	0.0	5	3.6	5	1.3
Total	261	100	138	100	399	100

Source: Field Survey, 2020

The results also show that 22.6% of the respondents were between the ages of 21 and 25. According to the Ghana Youth Policy, who defines youth as "persons who are within the age range of fifteen (15) and thirty-five (35)," the majority of respondents (65 percent) were young people (Ministry of Youth and Sports, 2010). Data that was separated into its component parts showed that more respondents in Nhyiaeso, 73.9 percent, identified as young adults than in Bantama, 60.2 percent. The fact that about 56 percent of people in the Kumasi Metropolis are under the age of 25 may be the cause of the respondents' high youth percentage (Ghana Statistical Service, 2014). In each of the two chosen communities, the researcher purposefully

chose household members who buy or decide to buy fmcgs, who were found to be primarily young people.

4.2.2 Sex Distribution of Respondents in Percentages

According to the study, there were more female respondents than male respondents. As shown in Figure 4.1, the data reveals that 278 (69.7%) of the respondents were female, compared to 121 (30.3%) males, for a sex ratio of 43.5 males per 100 females. According to the 2010 Population and Housing Census results, the sex ratio in Asokwa, Kwadaso, Oforikrom, Suame, and Old Tafo municipalities is 43.5 males for every 100 females, which is lower than the sex ratio in Kumasi, which is 91.4 males for every 100 females (Ghana Statistical Service, 2014). In Bantama and Nhyiaeso, respectively, female respondents made up 69.3 percent and 70.3 percent of the total respondents, according to Figure 4.1.

	Bantama	Nhyiaeso	Total
■ Male	30.7	29.7	30.3
■ Female	69.3	70.3	69.7
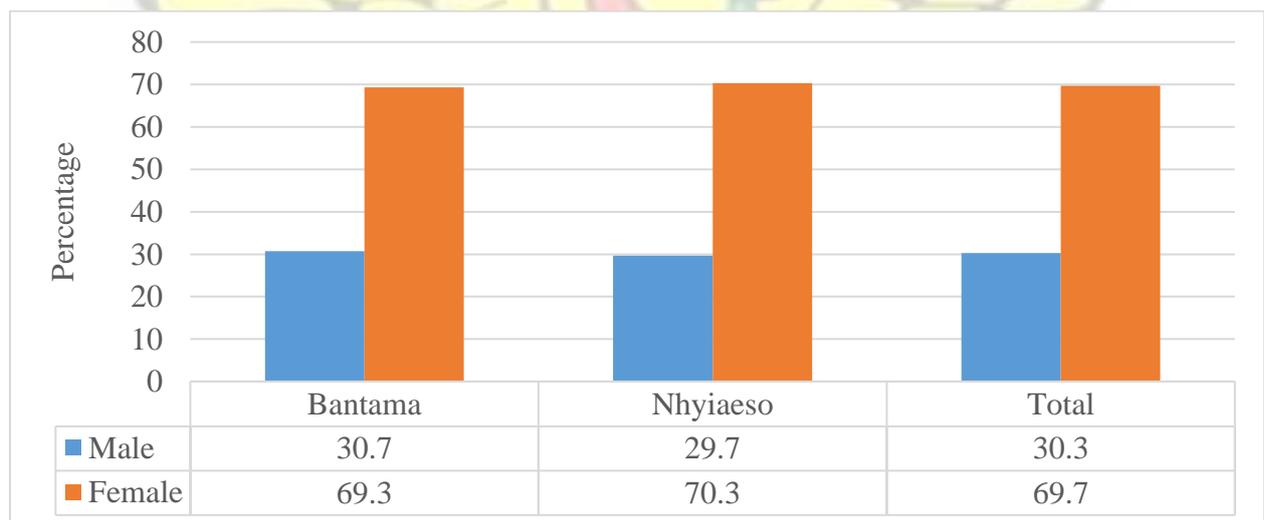
Figure 4.1: Sex Distribution

Source: Field Survey, 2020

4.2.3 Educational Qualification of Respondents

The results of the study indicate that 36 of the respondents (9%) have no formal education. This is lower than the 2010 Population and Housing Census figure (14.3%) of urban population who have never attended school (Ghana Statistical Service, 2013). It can be seen from Figure 4.2 that majority of the respondents (91%) have attained educational levels ranging from Basic Education (45.1%) through Secondary/Vocational Education (34.1%) to Bachelor's degree (11.8%). Among the study communities, there were variations in the levels of educational attainment. About 7.3% of the respondents in Bantama had never been to school as against 12.3% in Nhyiaeso. With regards to tertiary level education, the proportion of the respondents who have had bachelor's degree in Bantama was 12.6%, whilst Nhyiaeso recorded 10.1% of the respondents with bachelor's degree.

	No Formal Education	Basic Education	Secondary/ Vocational Education	Post Secondary Education	Bacholar's Degress	Master's Degree
Bantama	7.3	43.7	36.4	0	12.6	0
Nhyiaeso	12.3	47.9	29.7	0	10.1	0
Total	9.0	45.1	34.1	0	11.8	0
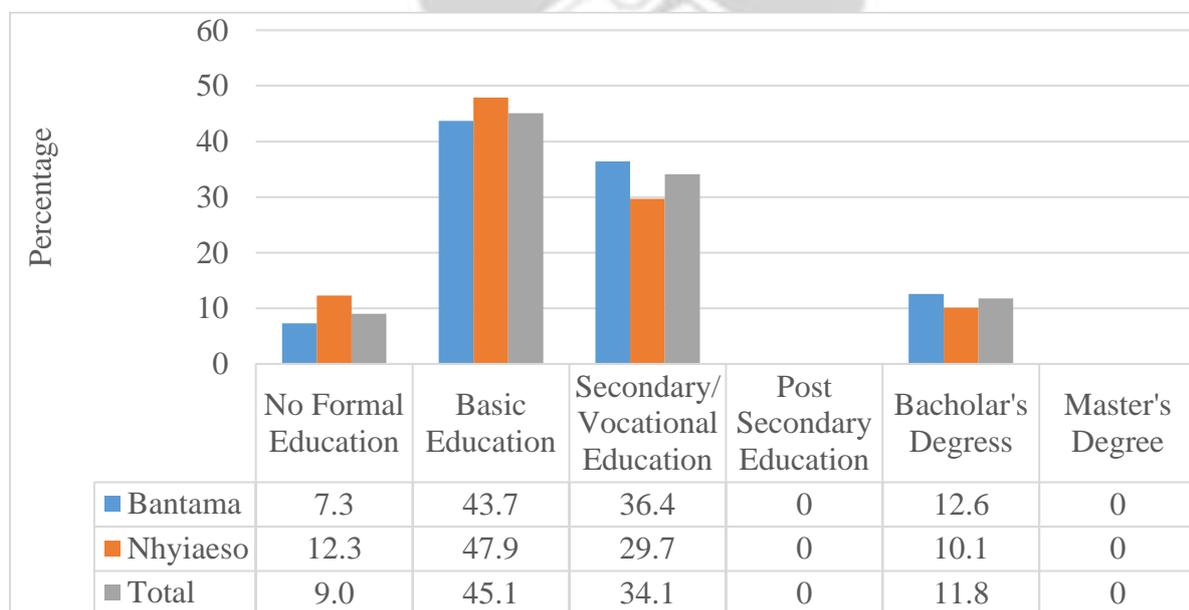
Figure 4.2: Educational Qualification

Source: Field Survey, 2020

4.2.4 Employment Status of Respondents

There was not much redundancy among the respondents, as can be seen in Figure 4.3. According to the survey's findings, 88.2 percent of the sampled respondents had jobs, while 11.8 percent did not. According to the 2010 Population and Housing Census results, the sampled population's unemployment rate was marginally higher than the 7.4% national urban rate (Ghana Statistical Service, 2012). The respondents in Bantama and Nhyiaeso reported unemployment rates of 13 percent and 9.4 percent, respectively. Given that 77.4% of the sampled population was self-employed and employed in the informal sector, the lower unemployment rate among respondents can be attributed to the high informal economic activity in urban areas. The study's findings support those of Ghana's 2010 Population and Housing Census, which identified the informal sector as the country's biggest employer of people in the labor force. For 88.2% of Ghana's economically active population, it provides employment (Ghana Statistical Service 2013).
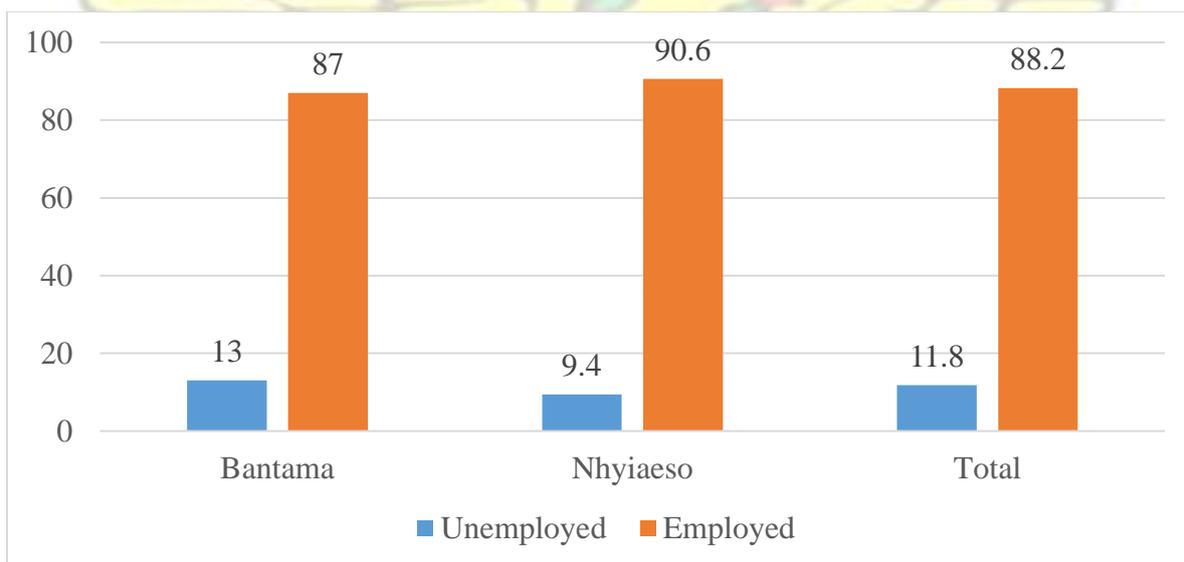
Figure 4.3: Employment Status

Source: Field Survey, 2020

4.2.5 Monthly Income of Respondents

Figure 4.4 presents the average monthly income of the respondents. It shows that 20.1% of the respondents earned less than GHS332.00 a month, representing ghs11.06 (USD1.90) at the time of the survey) per day. This means that 20.1% of the respondents were living below the Sustainable Development Goals (sdgs) International Poverty Line of USD1.90 per person per day. This is higher than Ghana's International Line rate of 13.3% (World Bank, 2020). However, since Ghana is a Lower Middle Income Country, the Lower Middle Income Class Poverty Line of USD3.20 per person per day representing GHS18.6 per person per day or GHS559 per month is more apt. When the Lower Middle Income Class Poverty Line is used, the study revealed that 43.9% of the respondents earned less that GHS5 per month or GHS18.6 (USD3.20) per day. This is also higher than Ghana's Lower Middle Income Class Poverty Line rate of 30.5% (World Bank, 2020). This implies that the sampled people in the community are relatively poorer than the average Ghanaian when the Lower Middle Income Class Poverty Line is used.

It must however be mentioned that poverty as a multidimensional phenomenon is not just lack of income, it is looked at from various perspectives including lack of access to such necessities as food, shelter, education, health services, potable water, sanitation facilities, employment opportunities, and even opportunities for community participation (Townsend, 2006)

	<GHS332	GHS332 - GH 558	GHS559 - GHS899	GHS900 - GHS1,199	GHS1,200 - GHS1,449	GHS1,500 and above
Bantama	16.1	21.8	32.6	16.1	3.8	9.6
Nhyiaeso	27.5	27.5	23.2	11.6	4.3	5.8
Total	20.1	23.8	29.3	14.5	4.0	8.3
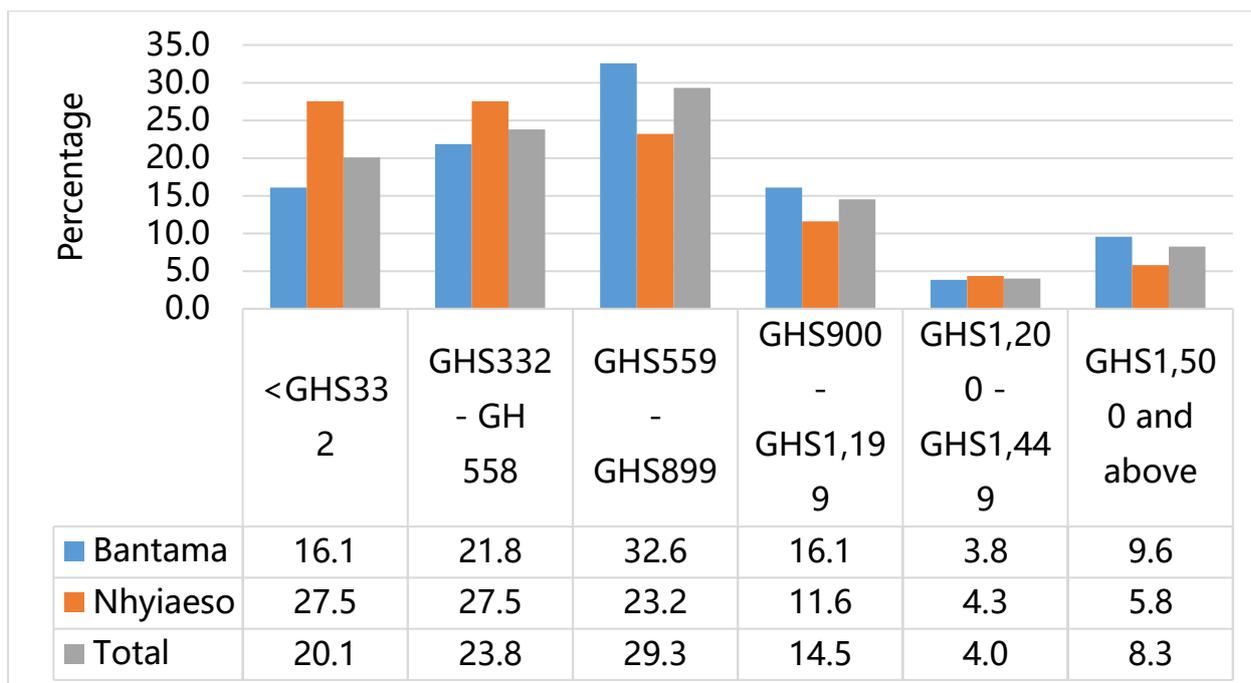
Figure 4.4: Income of Respondents

Source: Field Survey, 2020

4.3 Branding and Factors that influence Consumer Choice of a Brand

This section deals with the understanding of the respondents about branding; top of the mind brand awareness; brands consumers purchase and consume; and factors that the influence consumer choice of Tomato Paste and Mackerel brands.

4.3.1 Understanding of Branding

The researcher first sought the understanding of the respondents about branding during the survey. Respondents were asked about their understanding of branding and the results show that about 67% of multiple responses by 399 respondents understand branding to mean brand name. Additionally, about 59% of the respondents also viewed branding as packaging or labelling of the product. Only 10% and 11% of the responses deemed branding to mean slogan/motto of the orgaization and company image respectively as illustrated in Table 4.2. It can be inferred from this finding that brand name is the most seen information by consumers.

This upholds Keller's (2013) position that brand name is very important element as it can be registered or activated in the memory of consumers in just a few seconds. It also affirms Surbhi (2018) and Keller (2013) argument that a good packaging draws the attention of the consumers to a product.

Table 4.2: Respondents Understanding of Branding

Variable	Community					
	Bantama (n=261)		Nhyiaeso (n=138)		Total (n=399)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Brand Name	182	69.7	87	63.0	269	67.4
Packaging/ Labelling	162	62.1	73	52.9	235	58.9
Slogan/Motto	33	12.6	7	5.1	40	10.0
Company Image	33	12.6	11	8.0	44	11.0

Source: Field Survey, 2020

There were variations in respondents understanding of branding in the two study communities. About 70% and 62% of respondents from the 261 respondents in Bantama considered branding to mean brand name and packaging/labelling respectively. A slightly lower resondents, 63% and 52.9% of the 138 respondents in Nhyiaeso viewed branding as brand name and packaging/labelling respectively. Only 5.1% of the respondents in Nhyiaeso and 12.6% in Bantama deemed branding to mean slogan/motto.

The analysis of the qualitative data from the wholesalers and retailers indicate that the wholesalers and retailers have a good understanding of branding. They understand branding to mean packaging, advertisement, product identity/name, promotion and symbol/logo. A retailer in Bantama summed it up when he indicated that "branding is about how to get people to be associated with your product".

4.3.2 Top of the Mind Awareness of Brand

In an attempt to examine the top of the mind brand awareness, the respondents were asked to indicate the tomato paste and mackerel brands that comes to mind first when these products are mentioned. The results are presented in Table 4.3a and 4.3b.

Table 4.3a: Top of the Mind Brand awareness of Tomato Brands

Tomato Paste						
Brand	Bantama (n=261)		Nhyiaeso (n=138)		Total (n=399)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Tasty Tom	225	86.2	130	94.2	355	89.0
Pomo	212	81.2	122	88.4	334	83.7
Gino	106	40.6	54	39.1	160	40.1
Shine	39	14.9	23	16.7	62	15.5
Lavonce	53	20.3	32	23.2	85	21.3
Rain	2	0.8	3	2.2	5	1.3
Salsa	143	54.8	86	62.3	229	57.4
Brisk Farm	13	5.0	10	7.2	23	5.8
Tamtam	19	7.3	7	5.1	26	6.5
Lele	11	4.2	8	5.8	19	4.8

Source: Field Survey, 2020

In respect of tomato paste brands, the results presented in Table 4.3a indicate that the respondents recalled Tasty Tom first with 89% of cases, Pomo second with 83.7% of cases, Salsa third with 57.4%, Gino fourth with 40.1% of cases and Lavonce fifth with 21.3% of cases. Tasty Tom and Pomo are thus the two main brands of Tomato Paste consumers have top of the mind awareness on. This may be attributed to the incessant advertisement done by the manufacturers and sellers of the two brands.

The results further show that Rain, Lele, Brisk Farm, Tamtam and Shine brands obtained between 0.8% and 14.9% of the responses. The disaggregated data also affirmed the position of Tasty Tom, Pomo, Salsa, Gino and Lavonce as the first, second, third, fourth and fifth brand respectively the respondents recalled in Bantama and Nhyiaeso.

With regard to top of the mind awareness of mackerel brands, the respondents mentioned African Queen (61.2 responses), Enapa (41.4% responses), Sister (40.6% of cases), Gino (20.1% of cases) and Belma (13.8% of cases) as the first, second, third, fourth and fifth brands they recall respectively when mackerel products are mentioned. The results further indicate that Lele, Ohemaa, Lotus, Aunty, Bella and Tipa attained between 3.5% and 7.8% of the responses as illustrated in Table 4.3b.

The five mackerel brands with the most top of the mind awareness namely, African Queen, Enapa, Sister, Gino and Belma respectively maintained their position as the first, second, third, fourth and fifth brands the respondents recalled at Bantama and Nhyiaeso when mackerel products are mentioned.

Table 4.3b: Top of the Mind Recall of Mackerel Brands

Mackerel						
Brand	Bantama (n=261)		Nhyiaeso (n=138)		Total (n=399)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Lele	7	2.7	7	5.1	14	3.5
Bella	22	8.4	9	6.5	31	7.8
Tipa	25	9.6	5	3.6	30	7.5
Sister	97	37.2	65	47.1	162	40.6
Ohemaa	12	4.6	6	4.3	18	4.5
African Queeen	157	60.2	87	63.0	244	61.2
Aunty	9	3.4	13	9.4	22	5.5
Enapa	111	42.5	54	39.1	165	41.4
Belma	25	9.6	30	21.7	55	13.8
Gino	56	21.5	24	17.4	80	20.1
Lotus	10	3.8	8	5.8	18	4.5

Source: Field Survey, 2020

The study further examined how the respondents got to know about the tomato paste and mackerel brands that they indicated in Table 4.3a and 4.3b. The source of knowledge of the top three tomato paste brands the respondents mentioned namely, Tasty Tom, Pomo and

Salsa is highlighted in Table 4.4a. It is evident that most of the respondents got to know about the top three brands mainly through advertisement, past experience with the brand, self judgement, availability of brand and recommendation by friends.

Table 4.4a: Source of Brand Knowledge of Top Three Tomato Paste Brands

Tomato Paste Brands						
Variables	**Tasty Tom (n=355)**		**Pomo (n=334)**		**Salsa (n=229)**	
	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases
Advertisement	308	86.8	248	74.3	175	76.4
Past Experience with the Brand	132	37.2	118	35.3	121	52.8
Brand Name	37	10.4	29	8.7	14	6.1
Brand Logo/symbol	5	1.4	5	1.5	5	2.2
Packaging	23	6.5	23	6.9	18	7.9
Availability of Brand	98	27.6	82	24.6	56	24.5
Recommendation by Friends	92	25.9	89	26.6	31	13.5
Recommendation by Family	8	2.3	19	5.7	8	3.5
Self Judgement	138	38.9	142	42.5	89	38.9

Source: Field Survey, 2020

Advertisement emerged as top-most source of knowledge of all the three top brands. About 87%, 74.3% and 76% of the responses to a question of the source of knowledge about brands indicated advertisement as the source of knowledge for Tasty Tom, Pomo and Salsa brand respectively. This implies that advertisement plays a key role in brand awareness and as such businesses in the fmcgs sector should focus more attention on it if they want to increase the awareness of their brands. In accordance with the present results, a previous study by Keller (2013) also established that advertisement including jingles play an important role in brand awareness. Keller argued that customers are likely to mentally rephrase or repeat catchy jingles after an advertisement is over and this provides more encoding opportunities for brand

awareness and increase memorability. He further posited that some jingles are so catchy and memorable that they take a brand to new heights as they connect with the emotional receptors of consumers (Keller, 2013). The findings also agree with the study of Bii et al., (2019) in Kenya which opined that consumers access information on a brand through advertisements.

There were however variations in the source of knowledge of the top three tomato paste brand aside advertisement. Whilst self judgement emerged as the second source of knowledge for Tasty Tom (38.9% of cases) and Pomo (42.5% of cases), it was the third source of knowledge for salsa brand. Past experience with the brand was the second (52.8% of cases) source of knowledge, it emerged as the third source of knowledge for Tasty Tom (37.2% of cases) and Pomo (35.3% of cases). Other sources of knowledge of the top three tomato paste brands given by the respondents were brand name, recommendation by family, packaging of the product, and brand logo/symbol as shown in Table 4.4a.

Similarly, it can be seen from Table 4.4b that Advertisement also emerged at the first source of brand knowledge for the top three mackerel brands the respondents mentioned namely, African Queen (95.9% of responses), Enapa (94.5% responses) and Sister (86.4% of responses). The results also show that brand logo/symbol recorded the lowest responses regarding source of knowledge. None of the respondents that mentioned African Queen and Sister Brands attributed their source of knowledge to brand logo/symbol. Only 3% of responses attributed their source of knowledge of Enapa to brand logo/symbol. These findings mean that symbols/logos are not key factors consumers consider in their purchasing decisions of Tomato Paste and Mackerel. There is therefore the need for business in the fmcgs sector to take this revelation into consideration in their quest to brand their products.

It is apparent that there were also disparities on the source of knowledge of the top three mackerel brands that the respondents indicated, aside advertisement and brand logo/symbol. Past experience with the brand placed second as the source of knowledge of African Queen (45.9% of cases) and Enapa (43% of cases). It however placed third for the Sister Brand (40.1% of cases), whilst self judgement emerged as the second source of knowledge for Sister Brand (51.2% of cases). Other sources of knowledge of the top three mackerel brands espoused by the respondents were availability of brand, brand name, recommendation by family, recommendation from friends and packaging of the product.

Table 4.4b: Source of Brand Knowledge of Top Three Mackerel Brands

Variables	Mackerel Brands					
	African Queen (n=244)		Enapa (n=165)		Sister (n=162)	
	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases
Advertisement	234	95.9	156	94.5	140	86.4
Past Experience with the Brand	112	45.9	71	43.0	65	40.1
Brand Name	37	15.2	15	9.1	0	0.0
Brand Logo/symbol	0	0.0	5	3.0	0	0.0
Packaging	19	7.8	0	0.0	9	5.6
Easy Availability of Brand	65	26.6	50	30.3	43	26.5
Recommendation by Friends	48	19.7	31	18.8	48	29.6
Recommendation by Family	11	4.5	8	4.8	0	0.0
Self Judgement	90	36.9	65	39.4	83	51.2

Source: Field Survey, 2020

4.3.3 Brand Purchased and Consumed Regularly

Aside the examination of top of the mind awareness of tomato paste and mackerel brands, the study also assessed brands of tomato paste and mackerel that the respondents regularly purchase and consume. The results illustrated in Table 4.5a show that most of the respondents

at Bantama (75.9% of cases) and Nhyiaeso (79% of cases) purchased and consumed Tasty Tom Tomato Paste brand with aggregate cases of 76.9%. This is followed by Pomo which is purchased and consumed by 57.1% and 58.7% of cases in Bantama and Nhyiaeso respectively. Salsa emerged as the third Tomato Paste brand that is purchased and consumed by the respondents in Bantama (40.2% of cases) and Nhyiaeso (39.9% of cases).

Table 4.5a: Tomato Brand Purchased and Consumed Regularly

Tomato Paste						
Brand	Bantama (n=261)		Nhyiaeso (n=138)		Total (n=399)	
	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases
Tasty Tom	198	75.9	109	79.0	307	76.9
Pomo	149	57.1	81	58.7	230	57.6
Gino	56	21.5	17	12.3	73	18.3
Shine	17	6.5	3	2.2	20	5.0
Lavonce	21	8.0	17	12.3	38	9.5
Salsa	105	40.2	55	39.9	160	40.1
Tamtam	5	1.9	5	3.6	10	2.5
Lele	8	3.1	3	2.2	11	2.8
Sister	37	14.2	19	13.8	56	14.0
Bella	9	3.4	2	1.4	11	2.8

Source: Field Survey, 2020

The study revealed that Tasty Tom, Pomo and Salsa are the three most purchased and consumed tomato paste brands by respondents. This is followed by Gino, Sister and Lavonce brands. There were however disparities in the purchasing and consumption of the three brands in the study communities. Gino is the fourth brand which is purchased and consumed in Bantama (21.3% of cases) and whilst Sister placed fourth in Nhyiaeso. Other brand which feature less prominently included Lele, Bella, Tamtam and Shine. A striking revelation to emerge from this table is that the three Tomato Paste brands the respondents were aware most namely, Tasty Tom, Pomo and Salsa also emerged as the three most purchased and consumed tomato paste

brands. This finding brings to the fore the importance of brand awareness in consumer purchasing decision making. The findings corroborates the ideas of Hashmi, Khalid, Akram, Saeed & Rizwan (2014) who posited that brand awareness starts when the name of a brand becomes vivid in the mind of customer and this will eventually influence the decision of the customer to buy that specific brand in the market. The findings also seem to support a study by Fazeen Rasheed (2017) which argued that for a consumer to purchase a product, he/she must first realize the need for the product, then source for information about the product mainly through advertisement, evaluate the information and based on the outcome make a suitable purchase decision. The findings further resonate with the position of Aaker (2014) that as the number of people in the market who are aware of the brand increase, the chances increase for the market share of the product to also increase.

Analysis of a follow-up Key Informant Interviews (kiis) with wholesalers and retailers of tomato paste produced a slightly different result. The wholesalers ranked Pomo Tomato Paste as the leading selling brand in the market. This is followed by Tasty Tom and Lavonce as the second and third brand respectively. Gino was ranked as the fourth selling brand in the Kumasi Metropolis by the wholesalers. The wholesalers indicated that Salsa used to be a market leader in tomato paste but due the high cost of the product couple with limited availability in the market, it has lost its position to other competing brands. A leading wholesaler in Kumasi indicated that:

'Salsa can be among the top five but is really expensive so it does not move fast these days, but when it comes to real sales it is Tasty Tom, Pomo and Lavonce'.

It was revealed that importers of Salsa sell the product to the wholesalers on cash basis, whilst some of other competing brands have established credit lines with them, hence the reduced

prominence of Salsa in the market. This might also be a reason why the Salsa brand is losing its grip at the market.

This revelation about the Salsa tomato paste brand lend credence to a study by Pallavi & Shashidhar (2015) which posits that the most influencing factor that affects the buying decision of consumers is the price, followed by quality and then availability of the brand. It also supports the findings of a study by Legese and Wodaje (2018) who established that price and availability of brand, among other, are influential on consumer choice.

The retailers on the other hand respectively ranked Tasty Tom, Salsa and Pomo as the first, second and the third leading brands of tomato paste. The retailers thus confirmed the results of the survey which revealed Tasty Tom, Pomo and Salsa as the top three tomato paste brands in the market. The retailers affirmed the results of the survey which established Tasty Tom as the leading brand in the market. They however ranked Salsa ahead of Pomo which is at variance with the results of the survey.

In respect of the mackerel brands, African Queen was adjudged as the most sought after, purchase and consumed mackerel brand in Bantama (46% of cases) and Nhyiaeso (52.9% of cases) with aggregate cases of 48.4%. This is followed by Enapa with 26.1% of cases in Bantama and 23.9% in Nhyiaeso and aggregate cases of 25.3%. The results further indicated that Lele and Gino brands placed third and fourth positions respectively. It was however revealed that although Lele attained the third spot of the mackerel brands with aggregate cases of 13.3%, it placed seventh in Nhyiaeso as it was purchased and consumed by only 5.8% of the cases in that community. It was however the third most popular choice of consumers in Bantama with 17.2% of the cases purchasing and consuming the brand as shown in Table 4.5b.

It was also observed that though Sister Mackerel was ranked as the third mackerel brand that the respondents had top of the mind awareness on in Bantama and Nhyiaeso (see Table 4.3b), it did not translate into purchasing and consumption of the brand in Bantama. It was ranked seventh in Bantama when it came to purchasing and consumption with 6.5% of cases. Other mackerel brands that feature less prominently were Bella, Ohemaa, Aunty, Belma and Bonopptit. The finding that Sister mackerel was although as the third mackerel brand that the respondents had top of the mind awareness on in Bantama did not translate into purchasing and consumption of the brand in that community is at variance with the study by Hashmi et al., (2014) that argued that more a brand becomes vivid in the mind of customer and the more likelihood that it will eventually influence the decision of the customer to patronize that specific brand in the market.

The analysis of the results of the kiis with wholesalers of mackerel also confirmed the position of African Queen and Enapa as the first and second leading brands of mackerel in the market. Lele mackerel however lost is third position to Sister mackerel as per the results of the survey and moved to the fourth position. The retailers, like the wholesalers, also respectively selected African Queen, Enapa and Sister as the first, second and third leading brands of mackerel in the market. The retailers also selected Gino as the fourth leading brand of mackerel.

Table 4.5b: Mackerel Brand Purchased and Consumed Regularly

	Mackerel					
Brand	Bantama (n=261)		Nhyiaeso (n=138)		Total (n=399)	
	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases
Lele	45	17.2	8	5.8	53	13.3
Bella	6	2.3	1	0.7	7	1.8
Sister	17	6.5	18	13.0	35	8.8
Ohemaa	14	5.4	7	5.1	21	5.3
African Queeen	120	46.0	73	52.9	193	48.4
Aunty	18	6.9	15	10.9	33	8.3
Enapa	68	26.1	33	23.9	101	25.3
Belma	20	7.7	14	10.1	34	8.5
Gino	37	14.2	15	10.9	52	13.0
Bonopptit	5	1.9	0	0.0	5	1.3

Source: Field Survey, 2020

4.3.4 Factors Affecting Consumers Purchasing Decision

In line with the conceptual model developed for the study which was informed by the literature review, the researcher selected Brand name, Product quality, Packaging, Advertisement including jingles, Brand price and Brand availability as factors that would possibly influence a consumer to choose a particular brand over other competing brands. In line with this, the respondents were asked to indicate the factor(s) that influence(s) their decision to purchase their most preferred brands of Tomato Paste and Mackerel.

Analysis of the results of the top three brands of Tomato Paste namely, Tasty Tom, Pomo and Salsa as set out in Table 4.6a showed that Product Quality, Advertisement, Availability of Brand, Brand Price and Packaging as the five main factors that influence consumers to purchase a particular product. Product Quality emerged at the top most factor that influence consumers to purchase Tasty Tom, Pomo and Salsa brands, recording 82.7%, 87% and 76.9% of cases respectively.

The study however discovered that apart from Product Quality there were differences in the positioning of the five main factors that influence consumer purchasing decision of the top three Tomato Paste brands identified by the respondents. Patrons of Tasty Tom Brand indicated Advertisement (29.3% of cases), Availability of Brand (24.8% of cases), Brand Price (19.9% of cases) and Packaging (18.6% of cases) as the second, third, fourth and fifth factors that respectively influence their decision to purchase the brand. The customers who regularly purchase and consume the Poma brand on the other hand mentioned Advertisement (32.2% of cases) as the second, Brand Price (20% of cases) as the third, Packaging (17.4% of cases) as the fourth and Availability of brand (16.5% of cases) as the fifth factor that influence their decision to choose that brand over others. The respondents who regularly purchase and consume the Salsa brand indicated Availability of the Brand (28.1% of cases), Brand Price (25.6% of cases), Advertisement (25% of cases) and Packaging (19.4% of cases) as the second, third, fourth and fifth factors that respectively influence their decision to choose that brand over others. The results of the study also disclosed that only consumers of Tasty Tom Tomato Paste brand assigned Celebrity Advertisement (3.6% of cases) as a factor that influence their choice of the brand. Moreover, none of the respondents attributed their consumption of Tomato Paste to Symbol/logos although symbols/logos appeared prominent as a factor that influences consumer choice in the literature (Keller, 2013). The revelation that only the respondents that purchased and consumed Tasty Tom to Celebrity Ad may be attributed to the intense advertisement and promotional campaigns mounted by Tasty Tom with a renowned celebrity in Ghana.

Table 4.6a: Factors Affecting Tomato Paste Brand Choice of Consumers

Variable	Tasty Tom (n=307)		Pomo (n=230)		Salsa (n=160)	
	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases
Advertisement	90	29.3	74	32.2	40	25.0
Brand Price	61	19.9	46	20.0	41	25.6
Packaging	57	18.6	40	17.4	31	19.4
Availability of Brand	76	24.8	38	16.5	45	28.1
Product Quality	254	82.7	200	87.0	123	76.9
Brand Name	21	6.8	21	9.1	12	7.5
Promotion	9	2.9	9	3.9	0	0
Celebrity Ad	11	3.6	0	0	0	0
Symbols and Logos	0	0	0	0	0	0

Source: Field Survey, 2020

These results seem to be consistent with the findings of a study by Quansah et al. 2015) in Ghana which identified quality, brand price, availability, and package as factors which influence consumers' choice of bottled water. This finding is also similar to the findings of Legese & Wodaje (2018) study in Ethiopia which found out that consumer choice is influenced by price, product quality, advertisement, packaging, and brand availability among others. The findings also agree with the study of Shanmugan & Pillai (2013) which ranked Celebrity Ad 7th out of nine factors identified to influence buying behavior of fmcgs consumers. The findings of the study however disagree with the findings of a study by Pallavi & Shashidhar 2015), which found price as the most important factor that influence the buying.

The results of the analysis of the top three Mackerel brands regularly consumed by the respondents namely, African Queen, Enapa and Lele also affirmed Product Quality, Advertisement, Availability of Brand, Brand Price and Packaging as the five main factors that influence consumers to purchase a particular product. The results of the study also acknowledged Product Quality as the main factor that influence consumers to purchase a

product. All the respondents that consume Lele (100% of cases) credited their choice of the brand to Product Quality. In the case of Enapa and African Queen, 94.1% and 85% of the cases respectively ascribed the selection to the brand to the quality of the product as illustrated in Table 4.6b.

Table 4.6b: Factors Affecting Tomato Paste Brand Choice of Consumers

Mackerel Brands						
Variable	African Queen (n=193)		Enapa (n=103)		Lele (n=53)	
	Frequency	Percent of Cases	Frequency	Percent of Cases	Frequency	Percent of Cases
Advertisement	74	38.3	29	28.7	19	35.8
Brand Price	66	34.2	19	18.8	23	43.4
Packaging	53	27.5	17	16.8	0	0.0
Availability of Brand	39	20.2	6	5.9	14	26.4
Product Quality	164	85.0	95	94.1	53	100.0
Brand Image	12	6.2	0	0	0	0
Promotion	0	0	0	0	0	0
Celebrity Ad	0	0	0	0	0	0
Symbols and Logos	0	0	0	0	0	0

Source: Field Survey, 2020

The revelation that Product Quality is the main factor that attracts consumers to purchase and consume Tomato Paste and Mackerel brands is in sync with findings of a study by Jeevananda (2011) which asserted that consumer buy fmcgs based mainly on their quality. This implies that consumers could have a top of the mind awareness of a brand that may influence them to buy the brand but if their experience with the brand, in term of quality, is bad they may stop buying that brand. The study can therefore conclude that advertisement alone is not enough to influence and sustain the interest of consumers in a brand. It is very important to get the quality element right in order to attract and sustain the interest of consumers in a brand, even when relentless advertisements are done.

There was however slight variation in the positioning of the factors that influence consumers to purchase the brands. The consumers of African Queen and Enapa placed Product Quality,

Advertisement, Brand Price, Packaging and Availability of the Brand at first, second, third, fourth and fifth position respectively. The consumers of Lele on the other hand indicated Brand Price (43.4% of cases) and Advertisement (35.8% of cases) respectively as the second and third most important factor that influence their decision to buy and consume the product. None of the consumers of Lele also attributed the selection of the brand to the packaging of the product. The results of the study also indicated that Symbols/Logos, Celebrity Advertisement and Promotion are not factors that influence consumers to purchase and consume mackerel. The findings that symbols/logos was not identified as a factor that informs customers to buy a product lend credence to a study by Park., Eisingerich., Pol & Park (2013) which established that although logos enable consumers to easily recognize and be aware of a brand, it does not mean that the consumers would be willing to invest their resource to keep the relationship with the brand.

4.4 Perception of Respondents about Branding

The study also sought to assess the perception of the respondents about branding. The results as presented in Table 4.7 show that 346 out of the 399 respondents (86.7%) perceived branded products as a high quality product. The disaggregated data indicated that 114 respondents (82.6%) out of the 138 respondents in Nhyiaeso perceived branded product as high quality product. The situation in Bantama was not different. As many as 232 out of the 261 respondents in Bantama (88.9%) perceived branded product as a high quality product. This finding is however not in support of an earlier study by Adofo (2014) which indicated that consumers do not perceive nicely packaged product as a quality product.

Table 4.7: Perception of branded product as a high-quality product

Options	Bantama		Nhyiaeso		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Yes	232	88.9	114	82.6	346	86.7
No	29	11.1	24	17.4	53	13.3
Total	261	100.0	138	100.0	399	100.0

Source: Field Survey, 2020

The results of Key Informant Interviews (kiis) with wholesalers of Tomato Paste and Mackerel in Adum however lend credence to the results of the survey. All the three (3) wholesalers and 3 out of the 7 retailers perceived branded products to be high quality products. They were of the view that branding is expensive, so once the company is spending money on external features of a product to make it attractive, it will also spend on the quality of the product to protect its image. A wholesaler indicated that 'nobody will spend money to brand a poor quality product. When consumers realize that the product you have branded is of bad quality they will not buy the product again and may even create a bad publicity for the product and thereby preventing prospective consumers from buying it'. A retailer was also of the view that 'when a product is branded its quality is assured and the source can easily be traced, unlike unbranded products. That is why it is better to buy from known companies that are serious and has their image to protect'. Majority of the retailers (four out of the seven) however did not share the aforementioned view. They were of the view that branding does not necessarily makes a product quality. This position was aptly drove home by a retailer in Bantama who disclosed that 'branding per say does not make the product quality'.

The results of the study also demonstrated that majority of the respondents in Bantama (198) representing 75.9%, and Nhyiaeso (81), representing 58.7%, perceived branded products to

be better than unbranded ones. The present finding is consistent with that Šrédl & Soukup (2011) which argues that consumers want quality brands, and they value branded products more than unbranded ones.

The results further showed that 334 respondents, representing 83.7%, were of the view that branding creates positive perception in the minds of consumers and hence influences them to purchase branded products over unbranded ones. This finding lends credence to a study by Quansah et al. (2015) that established that when a consumer has a high perception about the product it lead to a more frequent buying behavior. This means that perception play an important role in the purchasing decision of consumers. This position was also supported by the wholesalers and retailers. They posit that branding creates awareness about a product, enhances it value and gives it reputation as a quality product in the minds of consumers. This according to them influences consumers to purchase branded products. One of the retailers indicated that:

> 'In view of the fact that Nana Ama mcbrown, a celebrity, is promoting Tasty Tom tomato paste everybody think that Tasty Tom is of good quality and are thus buying it than the other brands. Even when customers come to the market they ask for Nana Ama Tomato Paste'.

This study also demonstrates that the respondents perceived packaging as a factor that influence consumers to purchase branded products. As shown in Table 4.8 about 78% (108) of the respondents in Nhyiaeso and 88% (229) in Bantama were of the view that packaging leads to more purchases of the product by customers. In all, about 85% (337) of the respondents held this perception. This affirms Surbhi (2018) argument that a good packaging draws the attention of the consumers to a product. It also lend credence to a study by Adofo (2014) which argued that packaging helps to catch consumers' attention, define the product identity, and protect the

product. This finding is also supported by the results of the kiis with the wholesalers and retailers as all of them believe that packaging plays an important role in consumer choice. They are of the view that nice packaging attracts customers to by a product. One of the retailers clearly captured the effects of branding on consumer choice as follows:

"Some customers come to the market with a list of items they want to buy, but the moment they see a nicely packaged product, they tend to buy that product on impulse even though it was not planned. So, packaging helps in increasing sales".

Another retailer revealed that 'some customers come to the market to buy a particular product but once they see a nicely packaged product that catches their attention, then they start to ask questions about it and thereafter buy a small quantity of the product to try. If they try and it is good, then they will subsequently buy more of that product.

Table 4.8: Effects of Packaging on Purchasing of a branded product by customers

Options	Bantama		Nhyiaeso		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Yes	229	87.7	108	78.3	337	84.5
No	32	12.3	30	21.7	62	15.5
Total	261	100.0	138	100.0	399	100.0

Source: Field Survey, 2020

Respondents were asked to indicate whether branding increases the cost of a product or not. As illustrated in Table 4.9, majority (221) of the respondents, representing 55.4%, believed that branding increases the price of a branded product. A sizeable number of them, 178 respondents (44.6%), were however of the view that branding does not increase the price of a branded product.

Table 4.9 Perception that branding increases the price of a branded product

Options	Bantama		Nhyiaeso		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Yes	143	54.8	78	56.5	221	55.4
No	118	45.2	60	43.5	178	44.6
Total	261	100.0	138	100.0	399	100.0

Source: Field Survey, 2020

The analysis of the kiis with wholesalers and retailers affirm the view that branding increases the cost of a product. They argued that branding through advertisement and promotions is expensive and thus it has effect on the price of a product. A wholesaler intimated that 'branding itself is cost so definitely it will increase the cost of the product but as to the margins that is what may differ from company to company'. A retailer also contended that 'if a branded product gains market share, it becomes the price dictator in the market in the sense that because the particular brand is selling it leads to increase in the price of the product'.

4.5 Effects of Branding on Consumer Choice

One of the key objectives of the study was to assess the effects of branding on consumer choice. The results of the study indicate that branding influences consumers to purchases branded products. Analysis of both aggregated and disaggregated data from Bantama and Nhyiaeso presented in Table 4.10 shows that 73.9% of the respondents believe that there exists positive relationship between branding and consumer choice. In view of this, consumers tend to purchase branded products more than unbranded ones.

The respondents explained that advertisement including jingles, especially those on nutritional values of the product; celebrity influence; perceived quality of branded products; and nice packaging make branded products attractive to consumers and hence tend to influence their purchasing decision. They also contend that when a product is made easy to carry and easy to

use through packaging, it tends to attract consumers to purchase and consume that product. This finding on packaging resonates with Surbhi (2018) and also affirms the position of Keller (2013) that a good packaging draws the attention of the consumers to the product and makes the product ready for transport and sale.

Table 4.10: Effect of Branding on Consumer Purchasing Behaviour

Options	Bantama		Nhyiaeso		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent
Yes	193	73.9	102	73.9	295	73.9
No	68	26.1	36	26.1	104	26.1
Total	261	100.0	138	100.0	399	100.0

Source: Field Survey, 2020

4.5.1 Correlation between Branding and Consumer Choice of fmcgs

In line with the conceptual framework for the study, the researcher used Brand Name, Packaging, Product Quality, Advertisement, Brand Price and Brand Availability as independent variables and Consumer Choice of fmcgs as the dependent variable to examine the relationship between independent variables and the dependent variable using Spearman's Rank Correlation. The results from the data analysis showed that three (3) variables (**Brand Name, Packaging, and Product Quality**) had a positive and significant relationship with the Brand choice for fmcgs while **Brand availability** has a significant but negative relationship with Brand choice for fmcgs as illustrated in Table 4.11.

Table 4.11: Correlations

Variables	Correlation coefficients	Sig. (2-tailed)
Brand Name	0.705**	0.000
Packaging	0.756**	0.000
Product Quality	0.574**	0.000
Advertisement	-0.095	0.058
Brand Price	0.002	0.973
Brand Availability	-0.104*	0.038

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The import of the correlation analysis is that to some extent, these four (4) variables (**Brand Name, Packaging, Product Quality, Brand availability)** has some relationship with the Branding effect of consumer choice of fmcgs. However, a relationship does not guarantee causality hence a further analysis. The significant variables in the correlation analysis were further subjective to rigorous analysis to establish causality in the variable in Branding effect of consumer choice of fmcgs using the Ordinal Logistic Regression Estimation method. The model in Table 4.12 below showed that only two of the variables in the correlation analysis; namely Brand Name and Packaging were significant in influencing consumer choice for the FMCG products. These two (2) variables explained about 51% of the variations in the brand choice for fmcgs.

Table 4.12: Factors influencing Branding effect on consumer choice of fmcgs

	Coefficient	Std. Err.	Z	P>|z|
Brand Name	1.5832	0.2310	6.85	0.000
Packaging	2.1849	0.2308	9.46	0.000
Product Quality	0.0979	0.1585	0.62	0.537
Advertisement	-0.0541	0.1142	-0.47	0.635
Brand Price	-0.1736	0.1259	-1.38	0.168
Brand Availability	0.0695	0.1426	0.49	0.626

Pseudo R^2 = 0.5123
Source: *Estimation from data*

The results Ordinal Logistic Regression Estimation method showed that Brand Name and Product Packaging are significant determinants of the brand choice for fmcgs. The relationship is positive and hence a favourable brand name and good packaging would produce a favourable choice outcome for fmcgs. The implication of this result is that Brand Name and packaging count in consumer decision to demand that product. This is corroborated by the fact that Brand Price as a variable was not a significant determinant. In this case, notwithstanding whether the Brand price is high or low, the consumers would first consider the brand name before the make any purchase. The results also shows that aesthetics is very important, i.e., the outward

appearance (packaging) of the product is very important determinant of the Branding effect of consumer choice of fmcgs. This upholds Keller (2013) position that brand name is very important element as it can be registered or activated in memory of consumers in just a few seconds. This finding also supports a study by Adofo (2014) which averred that packaging has a high influence on consumer buying decision and thus consumers consider the package of a product before they make a purchase. The findings of this study further support the findings of a study by Husnain & Waheed Akhtar (2016) which averred that the consumer choice of the product is greatly influenced by visual elements of the package.

4.6 Conclusion

This chapter presented the analysis of data collected for the study. It can be inferred from the foregoing analysis that branding play an important role in consumer purchasing decision. The results of the study show that branding creates positive perception in the minds of consumers and thus influences them to purchase branded products over unbranded ones. Moreover, factors such as brand name, packaging and to some extent product quality play an important role in consumer decision making processes. It is therefore important for businesses to be mindful of these factors in their quest to grow and increase their market share.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter draws the curtain on the study. It has been divided into five main sections. It starts with an introduction which is followed by an overview of the research problem. This is followed by a summary of the main findings of the study, conclusions and recommendations.

5.2 Overview of the Research Problem

The concept of branding has received and continue to receive immense attention from a number of business organizations, scholars and consumers alike (Kotler & Keller, 2015). It is one of the most appealing marketing strategies used by business organizations for the purpose of winning or overcoming competition (Bii and Kiptoo, 2019; Tandoh and Nsiah, 2019; Isik and Yasar, 2015). Branding thus makes an organization to stand out among its competitors and creates an identity for the organization and its products or services. It acts as an important cue or heuristics to help consumers make a choice, especially when purchasing fmcgs (Chovanová et al., 2015; Holt, 2015; Kotler & Keller, 2015). Brands therefore play an important role in the marketing policy adopted by companies to promote themselves and their products (Momani, 2015).

It is evident that fmcgs constitute a large portion of consumers' budget. Retail trade in these products has attracted substantial interest from consumers and policy-makers as a well-functioning retail sector is essential for daily provision of these essential products (Joghee & Pillai, 2013). Typically, fmcgs have short shelf life and are purchased by consumers on regular basis. Generally, the profit margins on these products in the fmcgs industry are low and retailers try to offset this by selling large volumes. The products are also near-identical and as

a result price competition between and among retailers can be intense (Dibie et al., 2019; Sarker & Rahman, 2017, Nma et al., 2015; Pallavi & Shashidhar, 2015; Shanmugan & Pillai, 2013). Businesses operating in the fmcgs sector therefore use branding and other promotional activities to increase their market share and profitability (Dibie et al., 2019; Sarker & Rahman, 2017). However, the market is inundated with different brands of products of varying quality thereby putting the consumer in a dilemma when making a purchasing choice of fmcgs. It is against this background that this study sought to examine the effects of branding on consumer choice.

The study adopted a Concurrent Triangulation Mixed Methods design to draw on all relevant research tools and techniques for the data collection, data analysis, and presentation of the research results.

5.3 Main Findings

This section synthesizes the main research findings of the study. It has been outlined as per the objectives of the study namely, factors that influence consumer choice of fmcgs; perceptions about branding on consumer choice of fmcgs; and effects of branding on consumer choice of fmcgs.

5.3.1 Factors Affecting Consumer Choice

The results of the study show that product quality, advertisement, availability of brand, brand price and packaging are the five main factors that influence consumers to purchase a particular brand of tomato paste and mackerel. Product quality however emerged as the top most factor that influence consumers to purchase tomato paste and mackerel brands. Consumers of Tasty Tom, Pomo and Salsa brands which were respectively identified as the first, second and third

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most purchased and consumed tomato paste brands by the survey respondents attributed their preference for the brand to quality of the product. Product quality was also identified as the main factor that influence consumers to purchase African Queen, Enapa and Lele which emerged as the first, second and third most purchased and consumed mackerel brands respectively by the survey respondents. The study however discovered that apart from Product Quality, there were differences in the positioning of the five main factors that influence consumer purchasing decision of the leading Tomato Paste and mackerel brands identified by the respondents.

5.3.2 Perception about Brand

The research has also found that majority of the respondents (86.7%) in the two study communities perceived branded products as high quality products. Another striking revelation of the study is that the respondents also perceived branded products to be better than unbranded ones. Majority of the respondents in Bantama (75.9%), and Nhyiaeso (58.7%) perceived branded products to be better than unbranded products. This view was wholly supported by the wholesalers. Majority of the retailers were however of the view that branding per se does not necessarily make a product quality.

The results of this investigation show that the respondents believe that branding creates positive perception in the minds of consumers and thus influences them to purchase branded products over unbranded ones. This view was supported by 83.7% of the respondents. The wholesalers and retailers of tomato paste and mackerel also supported this view.

This study also demonstrates that the majority of the respondents (85%) perceived packaging as a factor that influence consumers to purchase branded products. About 78% of the

respondents in Nhyiaeso and 88% in Bantama believe that packaging leads to more purchases of the product by customers. This view was also buttressed by the wholesalers and retailers of tomato paste and mackerel.

5.3.3 Effects of Branding on Consumer Choice

On the issue of the effect of branding on consumer choice, the results of the study indicate that branding influences consumers to purchases branded products. About 74% of the respondents in both Bantama and Nhyiaeso believe that there exists positive relationship between branding and consumer choice. The respondents posit that when a product is made easy to carry and easy to use through packaging, it tends to attracts consumers to purchase and consume that brand.

The results of the study showed that Brand Name and Product Packaging are significant determinants of the brand choice for fmcgs as there exist a significant and positive relationship between the two brand elements and Consumer Choice of fmcgs. The implication of this result is that Brand Name and Product Packaging count in consumer decision to purchase fmcgs.

5.4 Conclusions

The following conclusions can be drawn from the present study.

- The evidence from this study suggest that generally Product Quality, Advertisement, Availability of Brand, Brand Price and Packaging are the key factors may influence.

- The results of this study imply that advertisement alone is not enough to influence and sustain the interest of consumers in a brand. Consumers could have a top of the mind awareness of a brand that may influence them to purchase that particular brand but if their

experience with the brand, in term of quality, is bad they may not continue to patronize that brand.

- The results of this research support the idea that perception plays an important role in consumers purchasing behavior. The respondents are of the view that branding creates positive perception in the minds of consumers and hence influences them to patronize branded products over unbranded ones.

- The results suggest that there exists positive relationship between branding and consumer choice. This study specifically found that Brand Name and Product Packaging are the two most important factors that affects consumer choice of fmcgs for mackerel and tomato paste products in Kumasi Metropolis. These elements have emotional connection with consumers and hence tend to influence consumers to purchase such branded products.

5.5 Recommendations

Based on the above conclusions, the following recommendations are made to business organisations, especially those engaged in the marketing of fmcgs such as tomato paste and mackerel.

- Generally, the determinants of consumer choice of tomato paste and mackerel brands are product quality, advertisement, brand price, brand availability of brand and packaging. These elements have an important role in consumers brand choice decision. It is therefore necessary for business organisations dealing in tomato paste and mackerel in particular, and fmgcs in general, to adopt and implement a marketing strategy involving a mix of these brand elements to enable them increase their market share and profitability.

- The quality of a product plays an important role in consumer purchasing decision making process in the fmgcs sector, especially Tomato Paste and Mackerel brands. Product quality improvement should therefore always be at the centre of management discussions. It is very

important for business organizations in the fmcgs sector to get the quality element right in order to attract and sustain the interest of consumers in a brand, even when relentless advertisements and other brand elements are employed. This can be done through enhanced quality improvement measures and customer satisfaction surveys.

- Branding creates positive perception in the minds of consumers and as a result influences consumer to purchase branded products over unbranded ones. It is therefore imperative for businesses in the fmcgs to embark on persuasive advertising campaigns, especially on the quality and other attributes of their brands, and attractively package their products to create positive perception in the minds of customers about their brands.

- There is a positive and significant relationship between two specific brand elements, namely Brand Name and Product Packaging, and Consumer Choice of fmcgs. Business organisations in the fmcgs sector, especially those tomato paste and mackerel trade, are thus advised to enhance their brand name and improve on the packaging of their products if they want to be market leaders, increase their profitability and sustain their business. This can be done through right packaging, brand activations, advertisement, brand endorsements, and other branding strategies that they deem appealing to their targeted clientele.

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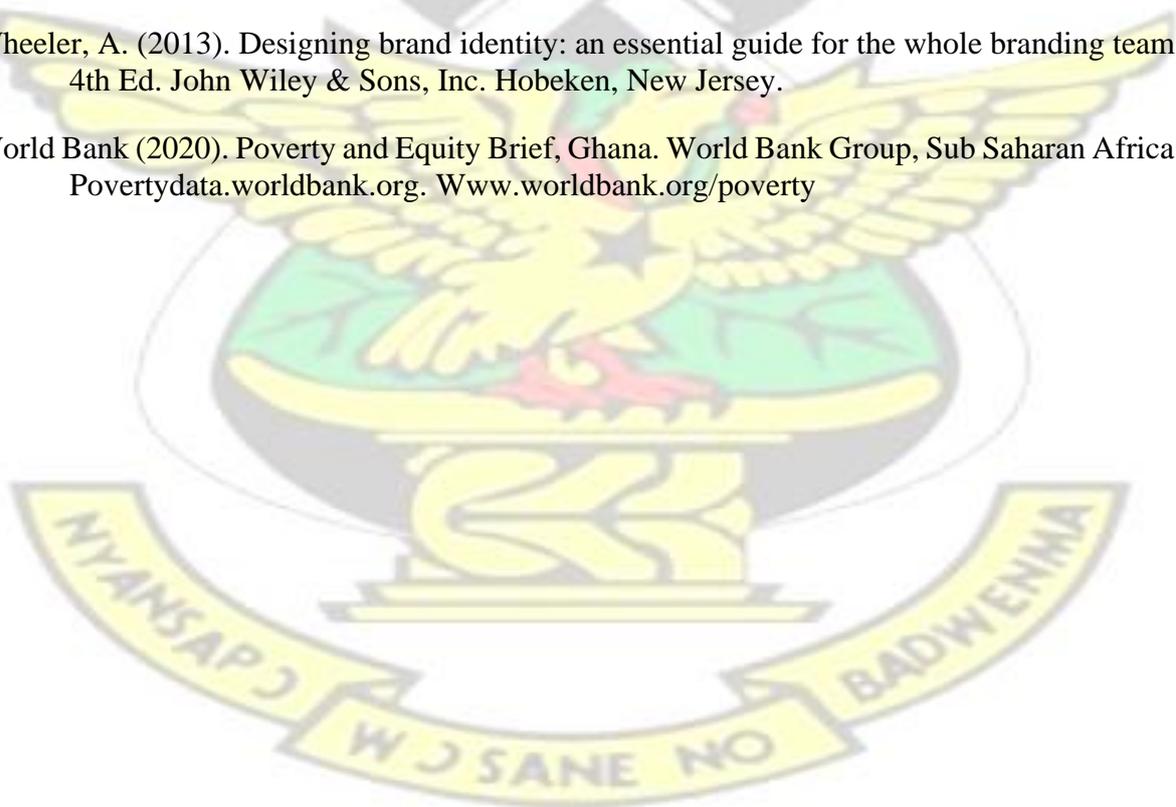
APPENDIX 1

HOUSEHOLD QUESTIONNAIRE

Enumerator :   **Date**:

Community :

Remarks :

Introduction

This survey is about the effects of branding on consumer choice of Fast Moving Consumer Goods (fmcgs). The main objective is to gain deeper understanding on the effects of branding on consumer choice of tomato paste and mackerel. Your participation is voluntary. The information you will provide will be treated with the highest level of confidentiality and will be used only for the purpose of this research. Your kind cooperation, response, and time are highly solicited.

A. Personal Details

1. Age………..

2. Sex

   Male [ ]   Female [ ]

3. Educational Qualification

   No formal education [ ]   Basic School [ ]   Secondary/Vocational School [ ]

   Post-Secondary Education [ ]   Bachelor's Degree [ ]   Master's Degree [ ]

   Other (Specify): ……………………

4. Employment Status

   Self Employed [ ]   Employed [ ]   Unemployed [ ]   Part-time/ Contract [ ]

5. Average monthly income   GH₵…………………

B. Branding and factors that influence consumer choice of a brand

6. What is your understanding about branding?

Name   [ ]   Packaging or Labelling [ ]   Slogan or motto [ ]

Company image [ ]   All of the above [ ]   None of these [ ]

7. (a) Which brands of the following fmcgs products comes to your mind

first when these products are mentioned?

Name of Product	Brands	Please Tick the brand
Tomato Paste	Tasty Tom (1)	
	Pomo (2)	
	Gino (3)	
	Shine (4)	
	Lavonce (5)	
	Tipa (6)	
	Rain (7)	
	Salsa (8)	
	Brisk Farm (9)	
	Tamtam (10)	
	Lele (11)	
	Sister (12)	
	Bonita (13)	
	Bella (14)	
	Roco (15)	
	Other, (specify) (16)	
Mackerel	Roco (1)	
	Lele (2)	
	Bella (3)	
	Tipa (4)	
	Sister (5)	
	Tonoli (6)	
	Liberty (7)	
	Ohemaa (8)	
	African Queen (9)	
	Aunty (10)	
	Enapa (11)	
	Belma (12)	
	Gino (13)	
	Lotus (14)	
	Bonoppttit (15)	
	Other, (specify) (16)	

(b) How did you get to know about each of the brands you have selected in (7a)?

Variable	Tomato Paste					Mackerel				
	Please indicate the numbers of the brands you selected in 7 (a) in the columns below and tick as appropriate.					Please indicate the numbers of the brands you selected in 7 (a) in the columns below and tick as appropriate.				
Advertisement										
Past experience with the brand										
Brand Name										
Brand Logo or symbol										
Package of the brand										
Easy availability of brand										
Country image										
Recommendation by friends										
Recommendation by Family										
Self-judgement										
Other, specify:										

8. (a) Which brands of the following fmcgs products do you buy and consume regularly?

Name of Product	Brands	Please Tick the brand
Tomato Paste	Tasty Tom (1)	
	Pomo (2)	
	Gino (3)	
	Shine (4)	
	Lavonce (5)	
	Tipa (6)	
	Rain (7)	
	Salsa (8)	
	Brisk Farm (9)	
	Tamtam (10)	
	Lele (11)	
	Sister (12)	
	Bonita (13)	
	Bella (14)	
	Roco (15)	
	Other, (specify) (16)	
Mackerel	Roco (1)	
	Lele (2)	
	Bella (3)	
	Tipa (4)	
	Sister (5)	
	Tonoli (6)	
	Liberty (7)	
	Ohemaa (8)	
	African Queen (9)	
	Aunty (10)	
	Enapa (11)	
	Belma (12)	
	Gino (13)	
	Lotus (14)	
	Bonopptit (15)	
	Other, (specify) (16)	

(b) What factor(s) influence(s) your decision to purchase your most preferred

brands of each of the two products you selected in (8a)?

Variable	Tomato Paste					Mackerel				
	Please indicate the numbers of the brands you selected in 8 (a) in the columns below and tick as appropriate.					Please indicate the numbers of the brands you selected in 8 (a) in the columns below and tick as appropriate.				
Advertisement										
Brand price										
Easy availability of the brand										
Package of the brand										
Availability of brand										
Product quality										
Brand name										
Promotions										
Celebrity Ad										
Logos and symbols										
Other, specify:										

C. Perceptions of households about branding
9. Do you perceive a branded product as a high quality product?
    Yes [ ]   No [ ]
10. Does packaging leads to more purchases of a branded product by customers?
    Yes [ ]   No [ ]
11. Do you believe that branding does not increase the price of a branded product?
    Yes [ ]   No [ ]

12. Does branding create a positive perception in the minds of consumers?

    (a). Yes [ ]   No [ ]

    (a) (b). If yes, give reason(s):
    ………………………………………………………………………………………
    ………………………………………………………………………………………
    ………………………………………………………………………………………

13. Do you think branded products are better than unbranded products?
    Yes [ ]   No [ ]
D.   Effects of Branding on Consumer Choice of fmcgs.
14. Do you think branding affects consumer choice of fmcgs?

    (a). Yes [ ]   No [ ]

    (b). Give reason(s) for your answer:

    ………………………………………………………………………………….

………………………………………………………………………………

15. To what extent does **Branding** affect or does not affect your choice of fmcgs?
(Please circle a number to indicate the extent to which Branding affect or does not affect your choice of fmcgs)

1	**2**	**3**	**4**	**5**
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

16. To what extent does **Brand Name** affect or does not affect your choice of fmcgs?
(Please circle a number to indicate the extent to which Brand Name affect or does not affect your choice of fmcgs)

1	**2**	**3**	**4**	**5**
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

17. To what extent does **Packaging** affect or does not affect your choice of fmcgs?
(Please circle a number to indicate the extent to which Packaging affect or does not affect your choice of fmcgs).

1	**2**	**3**	**4**	**5**
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

18. To what extent does **Product Quality** affect or does not affect your choice of fmcgs?
(Please circle a number to indicate the extent to which Product Quality affect or does not affect your choice of fmcgs)

1	**2**	**3**	**4**	**5**
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

19. To what extent does **Advertisement** affect or does not affect your choice of fmcgs?
(Please circle a number to indicate the extent to which Advertisement affect or does not affect your choice of fmcgs)

1	**2**	**3**	**4**	**5**
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

20. To what extent does **Brand Price** affect or does not affect your choice of fmcgs?
(Please circle a number to indicate the extent to which Brand Price affect or does not affect your choice of fmcgs)

1	**2**	**3**	**4**	**5**
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

21. To what extent does **Brand Availability** affect or does not affect your choice of fmcgs?
(Please circle a number to indicate the extent to which Brand Availability affect or does not affect your choice of fmcgs)

1	**2**	**3**	**4**	**5**
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

THANK YOU

APPENDIX 2

INTERVIEW GUIDE FOR WHOLESALERS AND RETAILERS

1. What is your understanding of branding?

2. What are the top three brands of tomato paste and mackerel brands in Kumasi?

3. Do you perceive a branded product as a high quality product?

4. Does packaging leads to more purchases of a branded product by customers?

5. Do you believe that branding increase the price of a branded product?

6. Does branding create a positive perception in the minds of consumers?

7. Do you think branded products are better than unbranded products?

8. Does branding affect consumer choice of fmcgs?