

Effect of Branding On Product Marketing (A Study of Expression Hair Products in Warri Main Market)

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Abstract

This examined the effect of branding on product marketing. The Study focused on Xpression Hair Products in Warri Main Market. The objectives of the study were to determine the extent to which brand name affect the marketing of Xpression Hair Products; to ascertain the degree to which brand logo affect the marketing of Xpression Hair Products, and to examine the extent to which brand colour affect the marketing of Xpression Hair Products. Relevant theoretical, conceptual and empirical literature was reviewed. The study adopted a survey research design. Retailers and distributors that market Xpression Hair Products within Warri Main Market constitute the population of the study. A total of two hundred and twenty respondents were sampled for the study. A structured questionnaire was employed as the instrument of data collection. Frequency tables and percentages were employed to analyze the items contained in the questionnaire while chi-square was employed to determine the effect of the independent variables on the dependent variables. The study found that brand name has a significant effect on the marketing of Xpression Hair Products. The study further found that the brand logo has a significant effect on the marketing of Xpression Hair Products. The study also found that brand colour has a significant effect on the marketing of Xpression Hair Products. The study concludes that branding has a significant positive effect on the marketing of Xpression Hair Products in the Warri Main Market. The study recommends that organizations should strategically plan to allocate budget over different branding activities, giving preference and priority to the more influencing brand name and brand logo.

Keywords; Branding, Packaging, Product Sales, Product Marketing

Introduction

Branding is a global phenomenon that has pervaded many industries. Branding has become one of the most important aspects of business strategy that plays an important role in enabling customers to better visualize and understand products/services and help companies achieve sustained customer loyalty (Onyancha, 2013). Branding has emerged as a means for firms to develop relationships with consumers. Powerful brands are like magnets that attract consumers and keep them loyal (Laran, Dalton & Andrade, 2011). Recent research on branding indicates that branding represents a tool that companies can use to develop and enhance relationships with customers and other stakeholders (Farquhar, 2011). Vrontis (2005) noted that in today's contemporary society, people tend to choose brands the way they choose friends.

Brands give organizations an identity. Just as every human being is distinguished by a name and a couple of other features, organizations are given distinguishing identities through branding (Jevons, 2005). Brands enable organizations to be recognizable and known. Without branding, it would be difficult for most organizations to be seen and heard by consumers (Keller & Lehman, 2006). Also, branding enables firms to stand out from the competition by differentiating their offerings from that of competitors. Through branding, firms can create distinctions that consumers can identify (Keller, 2008). This makes it easier for consumers to sift through the various offerings their mind captures, and recall the unique offer of the firm (McDonald, De Chernatony & Harris 2001). Branding endows organizations with abilities to set themselves apart. Without branding, firms would have struggled to capture value in a crowded market since

other factors may determine consumer attraction and purchase. Furthermore, Branding is useful in protecting the unique features of an organization. In the keenly competitive global industries, firms are always seeking to trim down the differentiating features between themselves and other competing firms in a bid to create an even playing field. Branding, therefore, plays a crucial role in protecting the unique features of firms (Keller, 2012).

The goal of branding as opined by Tybout and Calkins (2005), is establishing and nurturing a relationship with customers. Any institution can benefit more by creating a brand that presents the company as distinctive, trusted, and exciting among other reliable attributes that are appropriate to its business activities. This implies that branding forms the art and cornerstone of any organization's marketing goals and objectives. Thus, marketers in organizations need to create, maintain, protect and enhance brands. Phil (2006) observes that brands build relationships between consumers and products, services, or lifestyles by providing beneficial exchanges and adding value to their objects. Pradeesh and Prasad (2012) noted branding makes it possible for an organization to communicate the value of a variety of products and services to its audiences and thereby build a relationship and encourage exchange.

There are four types of brands, namely manufacturers or producers brand commonly referred as national brands, middle-man brands, usually termed private brands, licensed brands and two companies can join forces and co-brand a product (Kotler, 2004). A brand is thus a product or service that adds dimensions that differentiate it in some ways from other products or services designed to satisfy the same need. Some popular brands enjoy great support among customers. The brand is a

significant factor in marketing since they help create a product image. Brands identify the source or maker of a product and allow consumer either individuals or organizations to assign responsibility to a particular manufacturer or distributor (McCarthy, 1985). Previous studies have considered the influence of brand extension using various measuring indices in various industries without specific attention focused on Xpression Hair Products in Warri Main Market. The study, therefore, fills the gap by investigating the effect of branding on product marketing with particular reference to Xpression Hair Products Warri Main Market.

Problem Statement

The Nigerian business environment is characterized by intense competition from both within and outside the country. Therefore for an organization to remain more competitive than the other competitors there is a need to build strong brands that can sustain a strong relationship with customers. Building strong brands has therefore become imperative for organizations in Nigeria. Despite the consensus on the importance of branding, it appears Nigerian organizations still yearn for more knowledge with regards to how service branding efforts leads to improve market performance. Dobni (2002) maintained that all organizations common goal is to outperform rivals and stay on top of the competition. This observation cannot be far from the truth as far as the Nigerian organizations are concerned.

Also, branding has become an important consideration for all types of business entities. Organizations have increasingly turned to the brand as a way of projecting a dominant image (Bravo, Montaner & Pina, 2009). Studies show that branding has tremendous benefits (Vrontis,

Thrassou & Rossi, 2011). Despite the aforementioned benefits, many organizations are still fixated on attaining purely financial results, as opposed to creating strong brands. Based on this, organizations are not entirely clear as to what benefits branding can offer them. Organizations seem to be oblivious to the fact that the very thing they seek (good financial performance) is exactly the very thing that branding can provide. Through branding, organizations can boost sales and create loyalty amongst customers, which will indirectly result in good financial performance results. Globally, studies as evidence in the empirical literature reviewed have been conducted on branding, but little is known about the relationship between branding and product marketing especially particularly Xpression Hair Products in Warri Main Market. Hence, the need for this research work.

Objectives of the Study

The broad objective of the study is to examine branding on product marketing. Specifically, the study intends to:

1. Determine the extent to which brand name affect the marketing of Xpression H Hair Products in Warri Main Market
2. Ascertain the degree to which brand logo affect the marketing of Xpression Hair Products in Warri Main Market
3. Examine the extent to which brand colour affect the marketing of Xpression Hair Products in Warri Main Market.

Research Questions

This research was guided by the under-listed research questions:

1. To what extent does brand name affect the marketing of Xpression Hair Products in Warri Main Market?

2. To what degree does the brand logo affect the marketing of Xpression Hair Products in Warri Main Market?
3. To what extent does brand colour affect the marketing of Xpression Hair Products in Warri Main Market?

Hypotheses

The following tentative statements stated in the null form will be empirically tested at a 0.05 level of significance.

Ho₁: Brand name has no significant effect on the marketing of Xpression Hair Products in Warri Main Market

Ho₂: The brand logo has no significant effect on the marketing of Xpression Hair Products in the Warri Main Market

Ho₃: Brand colour has no significant effect on the marketing of Xpression Hair Products in Warri Main Market.

Review of Related Literature Branding

Branding is one of the most important components of marketing. Branding is a term used to describe the name, description and design of a product (Ikporah, 2012). Perreault and McCarthy (2002) see branding as the use of a name, term, symbol or design or a combination of these to identify a product. Also, it is the use of a distinctive name and mark on a product to differentiate it from similar competitive products. Arens (2002) noted that branding refers to the fundamental differentiation device for all products; it includes, name, words, symbols, or designs that identify the product and its source and distinguishes it from competing products. The American Marketing Association in Kotler and Keller (2009) defines a brand as a "name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or a group of sellers

and to differentiate them from those of competitors".

Kotler (2003) sees brand is a name, term, sign, symbol or design or a combination of these, that identifies the goods and services of one seller or group of sellers and to differentiate them from those of competitors. Kotler and Armstrong (2012) are of the view that a brand is a complex symbol that can convey up to six levels of meaning; attributes, benefits, values, culture, personality and uses. Successful brands are those which create this image or personality by encouraging consumers to perceive the attributes they aspire to as being strongly associated with the brand. The personality of the brand is a function of its rational characteristics, but this has to be augmented and communicated to consumers through advertising, design, packaging and effective distribution and display.

Francis and Stephen (2003) perceive branding as the creation of three-dimensional characters of a product, defined in terms of name, packaging, colours and symbols. The authors posit that branding aids to differentiate the particular product from its competitors. They also added that branding helps the customers to build a relationship with the products. Bearden and Ingram (2007) elucidated that branding is the use of a name, term, symbol or design-or a combination of all to identify a product. McCarthy (2002) believed that branding is the process by which a company employs marketing strategies to get people to easily remember their business and products over another. He mentioned that a brand promises to consistently deliver a specific set of features, benefits and services to consumers. Worlu et al. (2007) also refer to branding as the use of a name, symbol or design or a combination of these to identify products and services. Succinctly stated, branding can

be viewed as a conscious and planned process undertaken to align business processes with the brand identity and values. In the opinion of Batra and Homer (2004), branding is an activity in which organisations use a name, phrase, design or symbol or a combination of these to identify their products and distinguish them from those of competitors. Palmer (2000) highlighted that branding is the process of creating a distinctive identity for a product that differentiates it from its competitors.

Types of Brands

Brands are grouped into the manufacturer, dealer and generic brands. The grouping is often dependent on who is responsible for naming, promotion, pricing and product quality decision.

Manufacturer Brand or National Brands:

The manufacturer assumes the responsibility of naming the product, promotion, pricing and price control, and product-quality decisions. The manufacturer brand appeal to a large segment of consumers who have a low-risk tolerance (fear or poor product performance), who desire good quality and convenience shopping. Manufacturer brands are more acceptable in the market because quality control is maintained. Manufacturer brands are sold through numerous competitive retail outlets. Manufacturers invest reasonable sums of money on promotion and can also engage in co-operative advertising with the dealers. Manufacturer brands also aim at attracting and retaining consumers who are loyal to the manufacturer to have control over the marketing efforts of the brands (Kotler and Keller, 2006).

Dealer or Private Brands: Bear the designated name by wholesalers or retailers. The dealer does not only name the product but also assumes the responsibilities of promoting, pricing and distributing the product brand. The dealer brands

specifically appeal to value-conscious buyers who are willing to compare the dealers brand with the manufacturer's brand before a purchase is made. However, the quality of both dealer and manufacturer brands is usually the same, but the dealer brand bears a lower price. Dealer brands also enable wholesalers and retailers to get loyal customers. The buyers of dealer brands can afford to take some risks regarding quality, but because of store loyalty, they appear to believe that the products are reliable. The lower cost of the dealer brands is possible because the dealer brands are not heavily promoted and raw materials may be inferior in quality relative to manufacturer brands (Okoye and Ndubisi, 2009).

Generic Brands: A product brand name becomes generic when it is used as a general name for the product class. A company's brand name may become a generic name when its promotional effort is so effective that consumers learn to use the brand name as a general name for that product category. For example, some customers may go into the market to buy Siwo Network Emulsion Paint, Textcoat Paint, Gross Paint, without differentiating them from other brands of emulsion, text chat, gross paints in the market.

A company's brand name may become generic when the patent on the product expires and there is no available name for the public to use. A brand name may easily become generic when the promotion job is well done with an outstanding brand name that makes the brand name to become a household name for all products in the category. There are several ways to prevent a brand name from becoming generic. One way is to emphasize in the advertisement that the name is exclusive to the company. The second way is to marry the brand name with the company name, thirdly, the brand name

should always use the symbol ® showing that the brand name is a registered trademark.

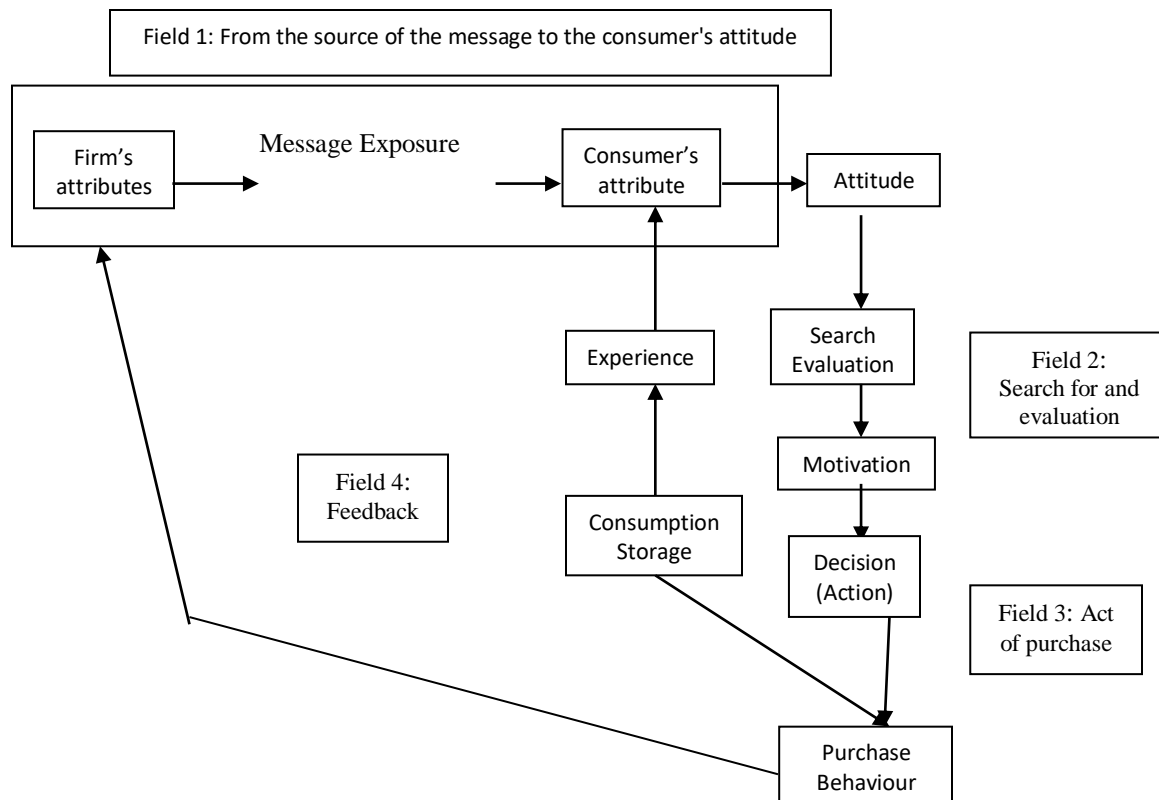
Theoretical Framework

This study was based on Nicosia Model. In Nicosia (1969) view as cited in Goodhope (2013) a consumer is an individual who purchases, or can purchase goods and services offered for sale by marketing institutions to satisfy personal or household needs, wants or desires. According to Schiffman and Kanuk (1987), Nicosia focuses on the relationship between the firm and its potential consumers. The firm communicates with the consumers through its marketing messages (advertising) or inscriptions on the packaging and consumers also communicate with the firm through their purchase responses. The Nicosia model is interactive in design. Nicosia model is divided into four major fields (Goodhope, 2013) namely, the consumer's attitude based on the firm's message; search and evaluation; the act of purchase; and feedback. These fields are illustrated in a diagram as shown in figure 1.

The first field as depicted in figure 1, involves the marketing environment, the marketing strategies like the communication

efforts that affect consumer attitudes and consumer characteristics that mediate reception of the firm's promotional messages. The output of this field is an attitude towards the product based on the consumer's behaviour interpretation of the message. The second field which is searched and evaluation deals with the search for relevant information and evaluation of the firms brand in comparison with alternative brands. The output at this stage is the motivation to purchase the firm's brand. Even though the model only illustrates a positive response of consumers, evaluation of a product could also lead to rejection of the firm's brand. The third field, which is the Act of purchase, deals with the actual purchase of the brand from a specific retailer based on the motivation gotten from the evaluation in field two. The fourth field which is the feedback stage contains two important types of feedback from the purchase experience. The first feedback is to the firm in form of sales data to indicate either good or bad signals. The second feedback is to the consumer in the form of experience gotten from the use of the product to signal satisfaction or dissatisfaction.

Figure 1: Flow chart of Nicosia Model of Consumer Decision Processes



Source: Nicosia, F.M, (1966) Consumer Decision Processes, Prentice-Hall.

This study draws its assumptions from this model in that, branding and its attributes are part of communication to consumers which the firms hope could influence consumers to patronize their product. Consumers, in turn, are becoming sophisticated in their search for correct information that can aid their buying decisions. The model noted that consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. Marketers must monitor post-purchase satisfaction, post-purchase action and post-

purchase product uses. Satisfied customers tend to use positive word of mouth about the brand to others, which is why many marketers say "our best advertisement is a satisfied customer". Dissatisfied customers, on the other hand, may abandon or return the product, seek information that confirms its high value, take public action by complaining to the company or taking the course of law thereby affecting the brand negatively.

Empirical Review

The relationship between branding and product marketing has attracted much empirical attention. For instance, Yeboah (2016) examined the impact of product branding on the sales revenue of listed companies in Ghana. This paper investigates the short-run and long-run impact of product branding on sales revenues of Unilever (Ghana) Limited. The paper focused on Unilever (Ghana) Limited because it is one of the distribution companies listed on the Ghana Stock Exchange with a more strategic focus on product branding. Time series regression was used to investigate the impacts of product branding on sales revenue and data covered 1984-2014 financial years. The paper adopted VECM for impact estimation. The results indicate that product branding has a long-run positive impact on sales revenue but did not have a significant short-run impact on sales revenue.

Kalembe (2015) examined the contribution of branding in enhancing the performance of the tourism sector in Rwanda. This research focuses on the importance of these dimensions (brand awareness, Tourism brand loyalty, Tourism brand image and perceived quality in enhancing the performance of the tourism sector in Rwanda) of customer-based brand equity on consumer's perceptions of a Tourism brand. This is based on the assumption that all these dimensions of customer based-Tourism brand equity have influenced consumer's perceptions of the Tourism brand. However, this research project report aimed to find out which among these three dimensions (brand image, brand loyalty and perceived quality) appears to have the least brand equity in Tourism concerning Tourism brand awareness, Tourism brand image, and perceived quality and Tourism brand loyalty. A structured questionnaire was constructed to provide

answers to research questions. Karl Pearson's Coefficient of Correlation was used to establish the relationship between variables. It was established that there is a relationship between branding and tourism performance in Rwanda. And in conclusion, therefore, the researcher established that branding has a significant positive effect on Tourism Performance in Rwanda as this research project shows.

Yeboah et al (2013) conducted a similar study on the role of branding in Ghanas' Telecommunication Industry. The study took place in Kumasi Metropolitan, focusing on Kumasi Polytechnic, Amakom, Asafo, Asowasi and Bompata with a sample size of 120 individuals. The study employed correlation and regression analysis to analyze the data generated. Their findings stated that there was a statistically insignificant correlation between trademarks and the choice of network, indicating that the trademark does not significantly impact on sales of mobile networks. The study however found that brand quality significantly impacts sales of mobile network in Ghana, though it is not the most important factor in the telecommunication industry.

Offeh and Antwi-Donkor (2013) examined the effects of branding on consumer buying behaviour in the local Ghanaian movie industry. In conducting this research work, the four aspects of brand equity, notably brand awareness, perceived quality, brand loyalty and brand association were all addressed. In this research work, questionnaires were distributed to solicit responses from randomly selected people for the analysis. The study adopted descriptive statistics. The findings from the analysis showed that most of the people were highly preferred movies produced from Kumawood to Ghallywood produced movies.

Durrani, Godil and Baig (2015) examined the impact of brand image on buying behaviour among teenagers. The objective of this research study is to analyze the impact of brand image on teenagers brand choice, source of information, factors affecting buying choice and level of satisfaction. The sample of the study is 300 respondents of which 150 students were chosen from schools and 150 students were selected from colleges of Karachi. Two schools and two colleges were selected for this research study. The results revealed that values of regression analysis show that there is a 33.7% variance of buying behaviour of teenagers explain by the impact of advertisement on buying behaviour, advertisement's impact on brand image and brand image impact on brand loyalty. The results of Pearson correlation shows that teenagers buying behaviour is significantly 36% correlated with teenager's loyalty and 49% with advertisement impact on brand image. Teenagers buying behaviour is also 38.8% positively and significantly correlated with the advertisement. The results of correlation also interpreting that all relationship is positive and high significant at 0.01 level. There is a practical relation between brand image and consumer teenager buying behaviour.

Adegbuyi, Ajagbe, Kehinde, Adegbuyi and Akande (2016) examined the strategic roles of branding on organization sales performance. The purpose of this study is to find out the benefits of product branding and the impact on the sales performance of manufacturing firms. This study adopts both secondary and primary sources of data collection to gather information. The primary source of data was collected through the survey method with the use of structured questionnaires. The questionnaires were directed to 150 respondents who are members of staff of a

Coca-Cola Company plant located in Lagos, Nigeria as well as consumers of a particular Coca-Cola brand. Linear regression was chosen as the method of statistical analysis. The study finds that product branding is very significant in improving the sales performance of manufacturing firms.

Umar and Abdu (2016) examined the effect of the brand name on consumer purchase intention in Kano Metropolis. A convenient sampling technique was employed to obtain a representative response from a sample of 306 customers of Shoprite retail chain in Kano State, Nigeria. Product Knowledge, Brand Satisfaction, Brand Trust, Brand Attachment, Low Price and experience were employed as the explanatory variable while Purchase Intention was employed as the independent variable. The data generated were analyzed using multiple regression analysis. It was found that product knowledge, brand satisfaction, brand trust, brand attachment, low price and experience were found to have a significant effect on purchase intention.

Onigbinde and Odunlami (2015) examined the influence of brand image and promotional mix on consumer buying decision among beverage consumers in Lagos State, Nigeria. A descriptive survey research design was adopted as the study guide. Judgemental and purposive sampling techniques were used in which four hundred (400) copies of the research instrument were administered to beverage consumers in Lagos State, Nigeria, out of which three hundred and eighty-four (384) copies of the questionnaire were filled and returned. Pearson Product Moment correlation was used to analyse the data generated from the respondents. The findings revealed that brand image, advertising, sales promotion and personal selling have a significant influence on the consumer buying decision. The study concluded that the way a product

is promoted coupled with the brand integrity of such a product encourages consumers to purchase it and make a repeat purchase of it, and as well enhances the referral of such product to other prospects.

Schulz (2012) examined the effects of branding on restaurants' image using selected restaurants in Nairobi, Kenya. This study was carried out aiming at discussing the temperament of product image based on a product's name and the purpose was to identify the nature, challenges and strategies of product branding in selected restaurants in Nairobi, Kenya. Data was collected using questionnaires and interview schedules. The study adopted a survey research design and descriptive statistics were used to present the findings. 25% of managers believed that the brand name had earned them repeated guests. 25% indicated that their brand name could attract customers easily. 25% stated that their brand name had made them popular among the market, while the rest 25% declared that their name had greatly influenced their record of high sales.

Methodology

The study adopted a survey research design. This study was carried out within Delta State at Warri, the port city. The study was carried out within Warri Main Market. This study covers only the distributors and retailers of Xpression Hair Products in the Warri Main market to elicit information relating to branding and product marketing. Concerning this research work, the researcher made use of primary and secondary sources of data. The primary source of data was the sampling or study unit regarding in (or form) which information is collected on a first-hand basis. Library materials provided the bulk of the secondary research data collected by the researcher. The secondary data include

materials sourced from the internet, journals, textbooks, periodical, reports, etc.

Determining the actual number of retailers and distributors that market Xpression Hair Products within Warri Main Market was difficult, hence the population of the study is infinite. The researcher adopted a convenience sampling technique in selecting the respondents for the study. The reason was to ensure that only those retailers and distributors who are knowledgeable about what branding is all about were selected for the study. Therefore, a sample of one hundred and twenty retailers and distributors were selected for the study.

The instrument used in the study was a structured questionnaire. The questionnaire was drafted and scrutinized by the supervisor which was subsequently distributed to the respondents to elicit important information concerning this research work. The tools used in analyzing the data collected include tables, simple percentages, and absolute number. In analyzing the hypothesis, the hypotheses to be tested and the variable to be predicted, a parameter must be used, a static must be chosen i.e. functions of the observed variables that must be completely specified under the assumption that the hypothesis to be tested is true. In other words, the chi-square test technique was used to analyze the data collected. The formula is thus stated below:

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Where X^2 = Chi-square

O = Observed Frequency

E = Expected Frequency

\sum = Summation

Also, a level of significance will be taken into assumption. In hypothesis testing, the researcher uses a 5% level of significance in testing the hypothesis. The

degree of freedom will be found and the formula is

$$DF = (r - 1) (c - 1)$$

Where

DF = Degree of freedom

r = Number of rows

c = Number of Columns

Data Presentation and Analysis

The researcher administered one hundred and nineteen (120) copies of questionnaires to the marketers of Xpression Hair Products in the Warri Main market. However, out of the one hundred and nineteen copies of the questionnaire distributed, eleven (11) copies got missing

in the process; one hundred and six copies (106) were found relevant for the study, whereas three (3) copies were not properly filled. Therefore, the presentation and interpretation were based on the 106 relevant copies. This gives a response rate of 89.1%. Likert-type items on a four-point scale and open-ended questions were employed on the survey to measure the perceptions of the respondents on the effect of branding on product marketing. Data obtained are presented using the tabular format and analyzed using the percentage method. From the analyzed data, the chi-square statistical technique is used to test the hypotheses.

Analysis of Data Relevant to the Research Objectives

Table 1: Respondent Opinion on Questionnaire Item 1

Options	Frequency	%
SA	46	43.4
A	42	39.6
SD	5	4.7
D	10	9.3
Total	106	100

Source: Field Survey, 2021.

The table above indicates that 43.4% of the respondents strongly agreed that customers are familiar with the brand name of

Xpression Hair Products, 39.6% agreed, 4.7% strongly disagree while 9.3% disagreed.

Table 2: Respondent Opinion on Questionnaire Item 2

Options	Frequency	%
SA	42	39.6
A	36	34.0
SD	12	11.3
D	16	15.1
Total	106	100

Source: Field Survey, 2021.

Analysis of the table above shows that 39.6% strongly agreed that the brand name of Xpression Hair Products is popular,

34.0% agreed, 11.3% strongly disagreed while 15.1% disagreed.

Table 3: Respondent Opinion on Questionnaire Item 3

Options	Frequency	%
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SA	51	48.1
A	48	45.3
SD	3	2.8
D	4	3.8
Total	106	100

Source: Field Survey, 2021.

The table above shows that 48.1% strongly agreed that the brand name of Xpression Hair Products is easy to recall, 45.3 agreed, 2.8 strongly disagreed while 3.8 disagreed.

Table 4: Respondent Opinion on Questionnaire Item 4

Options	Frequency	%
SA	56	52.8
A	38	35.8
SD	6	5.7
D	6	5.7
Total	106	100

Source: Field Survey, 2021.

The table above indicates that 52.8% of the respondents strongly agreed that The brand name of Xpression Hair Products is meaningful, 35.8% agreed, 5.7% strongly disagreed while 5.7 disagreed.

Table 5: Respondent Opinion on Questionnaire Item 5

Options	Frequency	%
SA	38	35.8
A	28	26.4
SD	27	25.5
D	13	12.3
Total	106	100

Source: Field Survey, 2021.

The table above indicates that 35.8% of the respondents strongly agreed that the logo of Xpression Hair Products is distinct and easy to recognize, 26.4% agreed, 25.5% strongly disagreed while 12.3% disagreed with the assertion.

Table 6: Respondent Opinion on Questionnaire Item 6

Options	Frequency	%
SA	63	59.4
A	32	30.2
SD	5	4.7
D	6	5.6
Total	106	100

Source: Field Survey, 2021.

The table above shows that 59.4% of the respondents strongly agreed that the Xpression Hair Products logo adds meaning

to the brand name and other brand elements, 30.2% agreed, 4.7% strongly disagreed while 5.6% of the respondents disagreed.

Table 7: Respondent Opinion on Questionnaire Item 7

Options	Frequency	%
SA	28	26.4
A	39	36.8
SD	13	12.3
D	26	24.5
Total	106	100

Source: Field Survey, 2021.

The table above shows that 26.4% of the respondents strongly agreed that the Xpression Hair Products logo aids in easy

identification of the brand by the customer, 36.8% agreed, 12.3% strongly disagreed while 24.5% disagreed.

Table 8: Respondent Opinion on Questionnaire Item 8

Options	Frequency	%
SA	48	45.8
A	32	30.2
SD	13	12.3
D	13	12.3
Total	106	100

Source: Field Survey, 2021.

The above table shows that 45.8% of the respondents strongly agreed that customers are familiar with the colour(s) of Xpression

Hair Products, 30.2% agreed, 12.3% strongly disagreed while the remaining 12.3% disagreed.

Table 9: Respondent Opinion on Questionnaire Item 9

Options	Frequency	%
SA	52	49.1
A	28	26.4
SD	11	19.4
D	15	14.2
Total	106	100

Source: Field Survey, 2021.

The above table shows that 49.1% of the respondents strongly agreed that Xpression Hair Products brand colours are attractive,

26.4% of the respondents agreed, 19.4% strongly disagreed while 14.2% disagreed

Table 10: Respondent Opinion on Questionnaire Item 10

Options	Frequency	%
SA	38	35.8
A	28	26.4
SD	27	25.5
D	13	12.3
Total	106	100

Source: Field Survey, 2021.

The table above indicates that 35.8 per cent of the respondents strongly agreed that branding enhances customer patronage of Xpression Hair Products, 26.4% agreed, 25.5% strongly disagreed while the remaining 12.3% disagreed with the statement.

Table 11: Respondent Opinion on Questionnaire Item 11

Options	Frequency	%
SA	37	34.9
A	48	45.3
SD	5	4.7
D	16	15.1
Total	106	100

Source: Field Survey, 2021.

The table above indicates that 34.9% of the respondents strongly agreed that branding attributes of Xpression Hair Products enhance marketing performance, 45.3% agreed, 4.7 strongly disagreed while 15.1% disagreed.

Table 12: Respondent Opinion on Questionnaire Item 12

Options	Frequency	%
SA	42	39.6
A	49	46.2
SD	9	8.5
D	6	5.7
Total	106	100

Source: Field Survey, 2021.

The table above shows that 39.6% of the respondents strongly agreed that branding of Xpression Hair Products has contributed to making the products unique, 46.2% agreed, 8.5% strongly disagreed while 5.7% disagreed.

Table 13: Respondent Opinion on Questionnaire Item 13

Options	Frequency	%
SA	54	50.9
A	39	36.8
SD	7	6.6
D	6	5.7

Total	106	100
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Source: Field Survey, 2021.

The table above shows that 50.9% of the respondents strongly agreed that branding of Xpression Hair Products serves as a signal to customers, 36.8% agreed, 6.6% strongly disagreed while 5.7% disagreed.

Test of Hypotheses

Three hypotheses formulated in this work were tested using the chi-square (X^2) formula.

Hypothesis One

Ho: Brand name has no significant effect on the marketing of Xpression Hair Products in Warri Main Market

Hi: Brand name has a significant effect on the marketing of Xpression Hair Products in Warri Main Market

As stated in chapter three, the statistical tool used in testing this hypothesis is chi-square (X^2)

$$X^2 = \sum \frac{(F_o - F_e)^2}{F_e}$$

Where F_o = Observed Frequency

F_e = Theoretical frequency

Level of significance = 5% or 0.05

The decision rule states that, reject H_o if calculated X^2 is greater than the critical value of X^2 at the specified level of significance and degree of freedom. Do not reject H_o , if otherwise. Table 4 is used to analyze the hypothesis as illustrated in the table below. Note that those agreements and strongly agreed is aggregated as a positive response while disagreeing and strongly disagree is aggregated as a negative response.

Table 14: Contingency Table for Hypothesis One

Responses	Frequency	Percentage
Agreed	94	88.6
Disagreed	12	11.4
Total	106	100

Source: Field Survey, 2019.

Degree of Freedom = $(r - 1)(c - 1)$

= $(2 - 1)(2 - 1)$

= $(1)(1) = 1$

Computation of the Chi-square table

Expected value = $106/2 = 53$

Table 15: Chi-square Distribution Table for Hypothesis One

F_o	F_e	$F_o - F_e$	$(F_o - F_e)^2$	$(F_o - F_e)^2/f_e$
94	53	41	1681	31.7
12	53	-41	1681	31.7
				63.4

Source: Author's Computation

Therefore, with $\alpha = 0.05$ and the degree of freedom = 1, the critical value of $\chi^2 = 3.840$. Hence, since the calculated χ^2 is greater than the critical value of chi-square, we reject H_0 and accept H_1 which state that brand name has a significant effect on the marketing of Xpression Hair Products in Warri Main Market.

As stated in chapter three, the statistical tool used in testing this hypothesis is chi-square (χ^2)

$$\chi^2 = \sum \frac{(F_o - F_e)^2}{F_e}$$

Where F_o = Observed Frequency

F_e = Theoretical frequency

Level of significance = 5% or 0.05

Hypothesis Two

H_0 : The brand logo has no significant effect on the marketing of Xpression Hair Products in Warri Main Market

H_1 : The brand logo has a significant effect on the marketing of Xpression Hair Products in the Warri Main Market

Table 6 is used to analyze the hypothesis as illustrated in the table below. Note that the agree and strongly agreed is aggregated as a

positive response while disagreeing and strongly disagree is aggregated as a negative response.

Table 16: Contingency Table for Hypothesis Two

Responses	Frequency	Percentage
Agreed	95	89.6
Disagreed	11	10.3
Total	106	100

Source: Field Survey, 2019.

Degree of Freedom = $(r - 1)(c - 1)$

= $(2 - 1)(2 - 1)$

= $(1)(1) = 1$

Computation of the Chi-square table

Expected value = $106/2 = 53$

Table 17: Chi-square Distribution Table for Hypothesis Two

F_o	F_e	$F_o - F_e$	$(F_o - F_e)^2$	$(F_o - F_e)^2/f_e$
95	53	42	1764	33.3
11	53	-42	1764	33.3
				66.6

Source: Author's Computation

Therefore, with $\alpha = 0.05$ and the degree of freedom = 1, the critical value of $\chi^2 = 3.840$. Hence, since the calculated χ^2 is greater than the critical value of chi-square, we reject H_0 and accept H_1 which state that the brand logo has no significant effect on

the marketing of Xpression Hair Products in Warri Main Market.

Hypothesis Three

H_0 : Brand colour has no significant effect on the marketing of Xpression Hair Products in Warri Main Market.

Hi: Brand colour has a significant effect on the marketing of Xpression Hair

Products in Warri Main Market.

As stated in chapter three, the statistical tool used in testing this hypothesis is chi-square (X^2)

$$X^2 = \sum \frac{(F_o - F_e)^2}{F_e}$$

Where F_o = Observed Frequency

F_e = Theoretical frequency

Level of significance = 5% or 0.05

Table 10 is used to analyze the hypothesis as illustrated in the table below. Note that the agree and strongly agreed is aggregated as a

positive response while disagreeing and strongly disagree is aggregated as a negative response.

Table 18: Contingency Table for Hypothesis Three

Responses	Frequency	Percentage
Agreed	66	62.3
Disagreed	40	37.7
Total	106	100

Source: Field Survey, 2019.

Degree of Freedom = $(r - 1)(c - 1)$

= $(2 - 1)(2 - 1)$

= $(1)(1) = 1$

Computation of the Chi-square table

Expected value = $106/2 = 53$

Table 19: Chi-square Distribution Table for Hypothesis Three

F_o	F_e	$F_o - F_e$	$(F_o - F_e)^2$	$(F_o - F_e)^2/f_e$
66	53	13	169	3.2
40	53	-13	169	3.2
				6.4

Source: Author's Computation

Therefore, with $\alpha = 0.05$ and the degree of freedom = 1, the critical value of $X^2 = 3.840$. Hence, since the calculated X^2 is greater than the critical value of chi-square, we reject H_o and accept H_i which state that brand colour has a significant effect on the marketing of Xpression Hair Products in the Warri Main Market.

Conclusion

This work examined the effect of branding on product marketing with particular reference to Xpression Hair

products in Warri Main Market. The data generated from the distributors and retailers of Xpression Hair products were analyzed using simple percentage and chi-square statistical technique. The study found that brand name has a significant effect on the marketing of Xpression Hair Products in Warri Main Market. The study also found that brand logo has a significant effect on the marketing of Xpression Hair Products in Warri Main Market. The study further found that brand colour has a significant effect on the marketing of Xpression Hair Products in

the Warri Main Market. Based on the foregoing, the study concludes that branding has a significant positive effect on the marketing of Xpression Hair Products in the Warri Main Market. The study recommends the following:

1. Organizations should strategically plan to allocate budget over different branding activities, giving preference and priority to the more influencing brand name and brand logo. Also, marketers can use more promotional tools to increase the awareness level of products.
2. Producers of Xpression Hair Products should brand their products especially through proper brand names as it will make segmentation and positioning efforts easier.
3. The management should also ensure that their employees deliver coherent brand messages through both oral communication and behaviours

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