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## EFFECT OF BRAND PRODUCT ON CUSTOMERS SATISFACTION IN SOUTH EAST ZONE OF NIGERIA

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### Abstract

*This study determined the effect of brand product customer satisfaction of textile products in south-east zone Nigeria. To achieve these objectives, a cross-sectional survey was used and a structured questionnaire is administered in collecting data. The population of the study is unknown; hence we used topman's infinite population sample size formulae and got a sample size of 555. Multiple regression analysis was used to test the hypotheses with the aid of the statistical package for social sciences SPSS version 25 at 5% margin. The result revealed that brand association has a significant positive relationship between brand association and customer satisfaction with locally made wrappers; and that perceived brand quality has a significant positive relationship between perceived brand quality and customer satisfaction with locally made wrappers. Pearson product moment correlation was used to test for discriminate validity, while cronbach alpha and factor analysis was used to test for internal reliability. The study recommends that manufacturers of wrappers should ensure that the strength of their message should increase both the likelihood that information will be accessible and the case with which it can be recalled.*

**Keywords:** Brand association, Perceived brand quality and Customer satisfaction

## Introduction

A brand has positive brand equity when consumers react more favourably to it than to a generic or unbranded version of the same product. It has negative brand equity if consumers react less favourably than to an unbranded version. Brand equity is defined as —the set of brand assets and liabilities linked to the brand: its name and symbols- that add value to, or subtract value from, a product or service Aaker (1991). Aaker's brand equity dimension consists of four variables: Brand awareness, brand loyalty, brand associations, and perceived brand quality. Brand awareness refers to the ability of a buyer to recognize or recall that a brand is a member of a certain product category. It is claimed that brand awareness consists of two separate stages brand recognition and brand recall Keller (2013). Brand loyalty implies a consistent repurchase pattern of the brand as a result of positive affection towards the brand Mellens, Dekimpe & Steenkamp (1996). Two different perceptions of loyalty are reported in this literature, namely attitudinal and behavioural loyalty Chaudhuri & Holbrook, (2001). Attitudinal loyalty concerns psychological attitudes towards the brand Evanschitzky et al., (2006), such as commitment, uniqueness, whereas behavioural loyalty deals with repetition of actual purchase behaviour Chaudhuri & Holbrook (2001). Brand associations refer to anything linked in memory by brand Aaker (1991). Perceived quality demonstrates the consumer's perceptions of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Also, other proprietary brand assets that constitute in the brand equity model include patents, trademarks, logos and distribution channels relationships. While the concept of brand equity has been studied extensively in the sponsorship literature Roy & Cornwell, 2003; Becker-Olsen & Hill, 2006, less attention has been given to textile product (wrappers) in the south east zone. This research focus on brand equity and customer satisfaction of textile product (Wrappers) as it affects consumer's preference among users in south east zone, Nigeria.

Textile product (wrappers) always serve the purpose of covering the body either in the form of tying it wrapped round or sewing it fashionably irrespective of whether it is produced locally or imported from outside the country. Customer's satisfaction and choice for a particular brand of textile product (wrappers) over the other are as a result of numerous factors that influence consumer's preference. There is general apathy towards locally produced textile product (wrappers), as consumers often show less motivation or enthusiasm to purchasing locally produced wrappers. Agreeably, the key to any industry is sales, consumption and customer's satisfaction at company profit. If production takes place without sales, it cripples the industry and the nation's economy.

This research work is necessitated due to the challenges faced by the textile product (wrappers) manufacturing industries in Nigeria leading to the closure of most of her industries, massive unemployment and out of business for individuals. Although, locally made in Nigeria textile (wrappers) are always available, attractive with quality and affordable than most foreign products. Nigerian consumers still show interest to foreign made textile (wrappers). They ascribe higher values and qualities to foreign textile product than the locally made Nigerian brands.

The past studies reviewed, gave useful contributions in understanding Brand Equity dimensions, their application and relationships in the empirical studies. They agreed that the adoption of brand equity components is relevant for customer satisfaction of textile product (wrappers) in the south east zone of Nigeria. Also, that the enhancement of the product cues (intrinsic and extrinsic) variables has some effect in users purchase intentions and customers satisfaction.

Although the relevance of this study may be found to be different when applied in different areas and context, such that, the brand equity dimension and factors that influence customer satisfaction in a zone/ location may not influence customers satisfaction in another zone/location.

The general objective of this study is to evaluate the relationship of brand equity and customers satisfaction of textile product (wrappers) in south east zone of Nigeria. The specific objectives are to:

1. To ascertain the effect of brand association and customer satisfaction of locally produced textile (wrappers) among users in the south east zone of Nigeria.
2. To find out the significant positive relationship between perceived quality and customer satisfaction of locally produced textile (wrappers) among users in the south east zone of Nigeria.

### **Review of related literature**

Brand Equity can also be referred to as the level of influence a brand name has in consumers thought (that is, inner mind) and the worth of having a perceptual and well thought out brand. brand equity is the most satisfactory standard that a business produces from a good with a familiar title and brand. In advertising, brand equity is a level of sway a brand has in the clients thought and the value of containing a brand that is distinguishable and well ashamed.

According to the researcher, some examples of notable brand names are Hollandaise wrapper, Ankara, Coca cola, Apple phones, Nike, Lexus, Mc Donald and so on. All these producers have strong brands in common where the mere mention of their names or the sight of their logo enables you to identify with their product and overall message. For instance, if one sees a foreign hollandaise wrapper in the Nigeria market, the worth in terms of high price is there and the willingness to want to acquire one if the need for textile product wrappers comes up for those with high standard of living with the impression that it is of more value. Presently Nigeria textile industries producing wrappers are seriously competing for consumers available, with foreign textile wrappers producers. With this in line, brands ensure to build or become more recognized by more and more people thereby building brand equity. That is to mean, value in the brand. Thus, branding and brand equity are a huge part of the long-term marketing strategy of a company. Branding emerged as part and parcel of modern-day marketing strategies and now considered a key to organizational assets.

### **Brand Association**

Brand Association according to Aaker (1999) is “Anything linked in memory to a brand” The strength of Brand association depends on how the information enters consumer’s memory and how it is maintained as a part of the brand image. Thus, the more actively a consumer thinks about and elaborates on the significance of the product or service information, the stronger association are created in memory. This strength, in turn increases both the likelihood that information will be accessible and the ease with which it can be recalled. It simple is anything that is connected to the customer’s memory about the brand. It is formed based on how they perceive the brands interactions with the organization and its employees-interactions such as price positioning, product layout and display, celebrity associations, advert campaigns with each and every interactions consumer have with the brand- they add to brand association. Companies ensure that each interaction they have with consumers is positive as associations are also formed from what others tell customers about the brand. With positive brand association, not only is the brand generating good word of mouth publicity, but also increase in brand purchases. This can also help the company in creating strong barriers to entry for

competitors. Aaker (1992) implies that consumers have strong positive association with respect to the brand, so, a brand association is the most accepted aspect of brand equity

### **Perceived Quality**

The definition of perceived quality by Aaker (1991) is “the customer’s perception of the overall quality or superiority of the product or service with respect to its intended purpose, relative to alternatives”. Simply the perception and impression that the customers have about the overall qualities of a brand. Knowing that human wants are insatiable, to maintain loyal brand customers in textile product (wrappers) industries producers has to produce wrapper fabrics of high quality and improve its outside beauty so as to favourably compete with foreign textile producers of Wrappers. Better quality products can be charged with a premium price and this is one of the reasons for consumer’s preference for a brand in any product category. A better perceived quality can be used to position the brand. When assessing quality of a brand, a customer will assess it base on their individual parameter and in comparison, with the competitors offering as well.

Consumer’s assessment varies among each other as quality is a perceptual entity. It is important that organizations keep her activities in check as it is a determinant of her brand equity. These activities may enhance (that is to make) or diminish (that is to mar) the brand value. In this research, it becomes visible that branding exists to curry flavour on products such as textile (wrappers), as they are vital tools to sustainability. Brand became necessary in textile products businesses like Wrappers so as to distinguish one company’s product from another and be able to identify their uniqueness and varieties among same category of wrappers.

If perceived quality and price of a product is reasonable, consumers will be loyal to such brand, leading to large sales turnover making producers remain in business. Recalling from Aakar (1996) view point, that Brand Equity is a fixed assets and liabilities that (add) to or (subtract) from the value provided by a product. These assets become our brand loyalty, brand awareness, brand association and perceived quality.

### **Customer satisfaction**

While improving customer’s satisfaction, customer’s expectations should be considered. Service quality, product quality and value for money have a direct positive influence on consumer’s satisfaction. By achieving customer’s satisfaction, employee’s satisfaction is equally important before achieving the customer’s satisfaction. If employees have a positive satisfaction, then they can play a big role in increasing customers satisfaction. According to Lovelock and Wright (2007), satisfaction is a dynamic, moving target that may evolve overtime, influenced by a variety of factors, particularly when product usage or the service experience takes place overtime, satisfaction may be highly variable depending on which point in the usage or experience cycle one is focusing.

Customer satisfaction is often influenced by specific product or service features and perceptions of quality. Satisfaction is also often influenced by customer’s emotional responses. Customers’ satisfaction can lead to company benefits like customer loyalty, extending the lifecycle of a customer, expanding the life of merchandise, the customer purchase and increases customer positive word of mouth communication. When the customer is satisfied with the goods and services, company’s shares keep increasing. It is impossible for a hopeful business venture to grow successfully while ignoring or disregarding the needs of customers Michael LeBoeuf (2016).

### **Review of related studies**

Kadam and Manjrekar (2020) studied textile polyester market and Polyester filament yarn sector in India. Having great importance like the customer Satisfaction. It is known that customer satisfaction is important for any Industry for the present business and future business plan. This study help to add feedback of customer on the product and service of supplier of polyester yarn .The customer satisfaction report help yarn supplier to protect the customer as per the feedback and help to improve quality of yarn and product required for the fabric manufacturing. The study selected the area base for the customer of Bhiwandi. The satisfaction base of the factor for the yarn supplier are Product, quality, price, packing material, delivery schedule, after sales, new initiative for development, customaries products. In this study independent variables is being investigated that is if any differences exist in satisfaction of the customers in the selected fabric manufacturer on high speed loom of Bhiwandi in India to major polyester filament yarn supplier in the industries. The object will help to guideline and decide the marketing strategy for suppliers.

Adebisi and Akinruwa (2019) examined the effectiveness of product, packaging on customer patronage, using survey method; data were collected using structured questionnaire and purposive sampling to determine respondents. Sample size of 322 used. Data were analysed using descriptive statistics and hierarchical multiple regression. Product, size, colour, quality of packaging material, quality of product content and shape were tested. Results shows that all tested variables have significant positive effect on customer patronage of tea drink Bournvita. It was concluded that customer's decision to patronize was influenced by taken into consideration size, colour, package, material, product content and shape of a product.

Odia and Dakare (2019), this study aimed at investigating the influence of marketing mix strategies on customer satisfaction with the services of female market intermediaries (FMIs) in Benin City, Nigeria. It also examined the relationship between buyers' demographic factors and customer satisfaction. Using convenience sampling technique, a sample of 376 consumers who bought from FMIs in Benin City was selected for this study. Collected data were analyzed by using mean, t-test, ANOVA, and regression analysis. The results revealed that the product strategy adopted by the FMIs had the highest impact on customer satisfaction followed by promotion, distribution and price, except for relationship marketing and after sales that were found to be statistically insignificant in explaining customer satisfaction with FMI services. Further findings, however, showed that only education amongst other demographic factors significantly influenced consumer satisfaction. For FMIs to remain competitive in the 21st century, they need to pay more attention to developing skills in product, pricing, promotion, and distribution strategies given their significance in achieving customer satisfaction.

Kalaivani and Girija (2018) studied consumer perception and satisfaction towards restaurant with reference to Coimbatore city in India. Food industry is one of the world's fastest growing sectors. However, over a period of time, with a growth in the number of nuclear families, economic growth and increasing per capita income as well as globalization, food culture gained prominence in India. The purpose of this to investigate the different elements which affect the customer's satisfaction or which can increase the customer satisfaction, such like promotion is one variable through which you can enhance the satisfaction level in promotion through personal selling and public relation ,advertising. This research is mainly based on hotels in Coimbatore, a major city of Indian state of Tamil Nadu. Most local restaurants still retain their rural flavor, with many restaurants serving food over a banana leaf. Coimbatore has an active food culture. 250 sample data was collected with convenient random sampling technique. Chi square, average ranking analysis and average scoring analysis was used.

Aremu, Musa, Mustapha and Aremu (2018) examined the impact of brand name on consumer's choice in Ilorin metropolis, Nigeria. This research emerged owing to the increase and high expectation of consumer's demand, making firm come up with strategies to stay afloat. Therefore, study was conducted to investigate this topic with reference to Dangote flour mills plc, Ilorin plant. Descriptive survey design was adopted. A sample size of 163 was selected through the use of Gudford and Fishers formula from the population of 274 consumers of Dangote flour who use the brand in bread production. Data collected was analysed through descriptive and inferential statistics; an inference was drawn with the aid of logistic regression through maximum likelihood technique of estimation. The findings of the study revealed that the brand name had a significant positive impact on consumer's choice. Base on the findings, it was concluded that brand name has an impact on consumer's choice. The study therefore, recommends that effective marketing strategies and legal means be put in place to protect brand name against dubious counterfeit.

Seo and Park (2018), studied the effects of social media marketing activities (SMMA) on brand equity and customer response in the airline industry. A survey was conducted with a total of 302 passengers who used social media that affect airlines industry, and the collected data were analyzed via structural equation modeling. The results showed that trendiness was the most important SMMA component, and airline SMMA had significant effects on brand awareness and brand image. In addition, the results demonstrated that brand awareness significantly affected commitment and that brand image significantly affected online word-of-mouth and commitment. It is expected that the results of this study may be used as fundamental data in the development of airline SMMA strategies, particularly by investigating the relative importance of each SMMA component and analyzing the effects of SMMA.

Shadi et al (2016,) investigated the relationship between brand equity and consumer's behaviour in Iran. The model proposed in this study investigated the relationship between brand equity and the dimensions of consumer behaviour including the willingness to pay an extra cost, brand preference and purchase intention. The research method used is descriptive correlation structural equations and descriptive and inferential statistics and factor analysis were used to analyse the data. The population includes 384 people and owners of grand vitara, sportage and santafe from Iran khodoro, kia and Hyundai, as the population was unlimited. The Cochram formula and cluster sampling and endemic questionnaire tool were used. The study concludes that brand equity is associated with some aspects of consumer behaviour including willingness to pay extra costs, brand preference and purchase intention. The study recommended that companies with sufficient knowledge of the target market should focus more on these markets, identify loyal customers and give them special privileges and create a foundation for lasting in the minds of customers using good communication techniques.

Abdul-Aziz (2014) examined the impact a brand has on the behaviours of consumers with special regards to their purchase behaviours. The study used questionnaire for its study, where a sample size of 50 respondents was selected from Adabraka, Accra Ghana using non probability sampling technique. The result shows that consumers are attracted to packaging and labelling as it enhances image and creates visual appeal. It was also discovered that consumers are influenced by the quality of a product or services before making a brand selection, and also that consumers are becoming more enlightened and fashionable and would therefore prefer well developed brand. It also discovered that MTN's insurance brand lacks easy recognition and popularity in the minds of consumers. Base on the findings, the research recommends that MTN calls for massive improvement on the services rendered, innovation and differentiation and further research on how to improve its brand.

Yuli et al (2014) states that their research explores the consumer perceived symbolic meaning of Fashion Design and Art Collaboration (FDAC) products based on investigations of the consumers of Louis Vuitton, Vans, Levis and Adidas. A series of findings and insights were reported as the symbolic meaning of fashion design and art (FDAC) product was found to be critically important for consumers, typically including authentic attributes of originality, uniqueness, and freedom; such products potential superiority lies with the understanding that they can better satisfy people's spiritual demand with the possibility of personal possession and wearing. Also that the appearance attributes consumers discerned in FDAC products were identified as been mainly transferred from artists. Also, that given consumers multiple interest in the FDAC, the ideas of product packet were proposed which means design should cover both individual products and the surroundings. The creation of story was viewed as the core value of an FDAC product. In this regard, design techniques should serve the story. Finally, a gender orientation in fashion design and art cognition was identified.

## **METHODOLOGY**

### **Research Design**

This study adopted a descriptive survey research design in which the data was collected through administering a structured questionnaire. Orji, (2016) explained that descriptive design as one which elicits responses from a relatively large number of respondents by means of administering pertinent instruments for the purpose of collecting primary data on a portion of the population known as sample.

### **Population and Sample techniques**

The target population of the study are consumers that use textile product (Wrappers) in south eastern zone of Nigeria. This population is unknown as the researcher has no register of wrapper users in the southeast zone of Nigeria which is the scope of the study. The population was gotten through online medium where the research belongs.

Sample size is the total number of elements or unit of analysis that have to be added into a drawn sample to ensure appropriate representative of the defined target population. Given that the universe of the present study is infinite, the sample size was calculated using topman's formula for sample size estimation where the population is infinite (uncertain). Accordingly, this study adopted the procedure in finding a sample size given a confidence interval and error margin for an unknown population standard deviation.

Where  $n$  = sample size

$e$  = Error margin allowed

$Z \frac{\sigma}{\sqrt{n}}$  = Standard deviation at  $\alpha$  level of significance.

Therefore,

$P = 0.60$  or  $0.90$

$Q = (1-P) = (1-0.60) = 0.40$

$e = @ 95\% \text{ confidence level is } 0.05$

**Step 1:** At 95% confidence interval

$$Z \frac{\sigma}{\sqrt{n}} = \frac{0.95}{2} = 0.475$$

The closest z-score for 0.475 is 1.96

Error margin ( $e$ ): Divide the confidence limit 0.05 by 2

$$e = \frac{0.05}{2} = 0.025$$

**Step II: Multiply P by Q**

$$0.90 * 0.10 = 0.09$$

**Step III: Divide  $z \frac{\infty}{2}$  by 0.025**

$$\frac{1.96}{0.025} = 78.4$$

**Step IV:  $(78.4)^2 = 6146.56$**

**Step V: Multiply step II by step IV**

$$0.09 * 6146.56 = 553.1904. \text{ The sample size is approximately } \mathbf{555} \text{ respondents}$$

The study applied a cross sectional research technique in which data from respondents was collected within the same period of time. Also, the research sample cuts across the five states in the south east zone of Nigeria. The researcher administered 555 questionnaires which is the sample size estimate for this research through online platforms where the research belonged. The study relied on a cross-sectional survey method as the data were collected at a time (Okeke, Olise & Eze, 2014).

**Instrument for Data Collection**

The instrument for the primary data collection was a structured questionnaire administered to randomly selected respondents online. The questionnaire was in parts such as Section A, which will deal with the demographic profile of the respondent such as gender, age, marital status, educational level, occupation. While, Section B comprise questions on the main constructs of the study. The research used a 5-Point Likert Scale to elicit information from the respondents to indicate their level of Strongly agree to Strongly disagree.

This research adopted survey method which is in line with asking questions usually through questionnaire. The kind of survey research design employed in this work was cross sectional which implies that data was collected at a particular time, using a 5-Point Likert scale of Strongly Agree to Strongly Disagree.

**Method of Data Analysis**

In analysing our data, the researcher collected, coded, edited and analysed data using statistical package for social science (SPSS). The descriptive statistics was used to analyse data with the aid of frequencies and percentages. Results of possible mean score and standard deviations of customer satisfaction were analysed. The inferential statistics was conducted using the regression analysis to test the hypothesis to determine if there is an effect relationship between the dependent and independent variables.

**Model Specification**

This study involved two independent variables, one dependent variable and two control variables. We specify that customer satisfaction is a function of the following predictor variables thus:

$$CS = f(\text{brand loyalty, brand awareness, brand association, perceived brand quality}).$$

The Regression model is formulated thus:

$$CS = \alpha + \beta_1 \text{Brand Association} + \beta_2 \text{Perceived brand quality} + e_i$$

With the control variable the model is:

$$CS = \alpha + CS = \alpha + \beta_1 \text{Brand Association} + \beta_2 \text{Perceived brand quality} + \beta_5 \text{Intrinsic product cues} + \beta_6 \text{Extrinsic product cues} + e_i$$

Where:  $\beta_1 - \beta_6$  are the coefficients, and

$e_i$  is the error term.



The correlation formula is given thus:

$$r = \frac{n\sum xy - \sum x \sum y}{\{\sqrt{n\sum x^2 - (\sum x)^2}\}\{\sqrt{n\sum y^2 - (\sum y)^2}\}}$$

where: n = data sample

X = independent variable

Y = Dependent variable, and

R = correlation coefficient

## RESULTS AND DISCUSSIONS

### Socio-Demographics Responses

Five socio-demographic variables were used in this study: age bracket, marital status, education, income and employment. We present the responses to these demographics and also show them in graphs, histograms with normal curves.

We start with the respondent's age bracket.

	Frequency	Percent	Valid Percent	Cumulative Percent
Age bracket: 18-30 years	233	64.4	64.4	64.4
30-45 years	93	25.7	25.7	90.1
45-60 years	29	8.0	8.0	98.1
60 years and above	7	1.9	1.9	100.0
Total	362	100.0	100.0	

Source: (SPSS Version 25)

The information in Table 1 shows that majority of our respondents 233(64.4%) fall within 18-30 years age bracket; 93(25.7%) fall within the 31-45 years age bracket; 29(8.0%) fall within 46-60 years age bracket; while only 7(1.9%) are sixty years and above. The information is displayed in figure 1 which is the histogram of the respondent's age bracket.

The next presentation is on the marital status of the respondents and this is shown in table 4.2.

**Table 2: Responses on marital status of the respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Marital status: Single	273	75.4	75.4	75.4
Married	74	20.4	20.4	95.9
Widowed	10	2.8	2.8	98.6
Separated/Divorced	5	1.4	1.4	100.0
Total	362	100.0	100.0	

Source: (SPSS Version 25)

Table 2 shows that 273(75.4%) of the respondents are singles; 74(20.4%) are married; 10(2.8%) are widowed; while 5(1.4%) are separated/divorced. This information is displayed in figure 2 which is the histogram of the responses.

**Table 3: Responses on the educational qualification of the respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Educational qualification: Primary/Secondary	15	4.1	4.1	4.1
OND/NCE	33	9.1	9.1	13.3
HND/BSc	166	45.9	45.9	59.1
Postgraduate	124	34.3	34.3	93.4
No formal education	24	6.6	6.6	100.0
Total	362	100.0	100.0	

Source: (SPSS Version 25)

Table 3 shows that 15(4.1%) of the respondents are primary/secondary school certificate holders; 33(9.1%) are holders of ND/NCE educational qualifications; majority of 166(45.9%) hold HND/BSc certificates; 124(34.3%) are holders of postgraduate qualifications; while the remaining 24(6.6%) have no formal education. The implication of this is that majority of our respondents have tertiary education and are in a position to understand the import of the study.

The next presentation is on monthly income in table 4.4.

**Table 4: Responses on the monthly income of the respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Monthly income:	below N30,000:00	201	55.5	55.5	55.5
	N30,000:00-N60,000:00	85	23.5	23.5	79.0
	N60,000:00-N120,000:00	55	15.2	15.2	94.2
	Above N120,000:00	21	5.8	5.8	100.0
	Total	362	100.0	100.0	

Source: (SPSS Version 25)

### Descriptive Statistics

Preliminary analysis of the data collected from the field was conducted using a number of descriptive statistics. The descriptive statistics were employed to check the behavior of the data and to ready the data for inferential statistics analysis..

**Table 5: Descriptive Statistics**

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
brandasso1	362	4	1	5	3.08	1.613	-.155	.128	-1.584	.256
brandasso2	362	4	1	5	2.27	1.491	.743	.128	-.955	.256
brandasso3	362	4	1	5	2.07	1.460	.983	.128	-.568	.256
PBQ1	362	4	1	5	2.65	1.540	.271	.128	-1.465	.256
PBQ2	362	4	1	5	3.05	1.550	-.092	.128	-1.494	.256
PBQ3	362	4	1	5	3.25	1.571	-.248	.128	-1.476	.256
PBQ4	362	4	1	5	3.76	1.350	-.730	.128	-.715	.256
CS1	362	4	1	5	3.43	1.440	-.454	.128	-1.121	.256
CS2	362	4	1	5	2.33	1.411	.618	.128	-.997	.256
CS3	362	4	1	5	2.73	1.611	.250	.128	-1.540	.256
CS4	362	4	1	5	3.33	1.499	-.320	.128	-1.332	.256
IPC1	362	4	1	5	2.20	1.430	.805	.128	-.785	.256
IPC2	362	4	1	5	2.62	1.528	.333	.128	-1.387	.256
IPC3	362	4	1	5	3.64	1.410	-.660	.128	-.910	.256
EPC1	362	4	1	5	3.42	1.463	-.429	.128	-1.190	.256
EPC2	362	4	1	5	2.65	1.542	.269	.128	-1.484	.256
EPC3	362	4	1	5	3.37	1.544	-.371	.128	-1.380	.256
EPC4	362	4	1	5	3.16	1.451	-.162	.128	-1.310	.256
EPC5	362	4	1	5	2.90	1.579	.075	.128	-1.542	.256
Valid N (listwise)	362									

Source: (SPSS Version 25)

Table 5 shows the information from the descriptive statistics for each of the items used to measure the variables of the study. The two columns: minimum and maximum which show 1 and 5 confirm that the scale used in our study was measured with five-point Likert scale. The range is 4 and this is the difference between the highest scale and the lowest. The mean and the standard deviation have been explained in the presentation of the impulsive responses

above. Further descriptive analyses are contained in appendix 2 and this shows the 95% confidence interval for the mean; 5% trimmed mean; median among others. The 5% trimmed mean removes the top and bottom 5 per cent of the cases in an item and calculates the new mean (Pallant, 2013). Comparing the new mean and the original mean shows whether the extreme values are having effect on the cases. This is further ascertained with the 95% confidence interval for the mean which if the original mean is outside or close to any of the intervals it shows extreme values that need to be addressed for further analyses. Our data do not have this problem as the trimmed means are not far from the original means.

Descriptive statistics as shown in table 5 above also provides information concerning the distribution of the scores on continuous variables (skewness and kurtosis). The information is necessary if the variables are to be used in parametric statistical techniques (eg. Pearson correlation, ordinary least squares (OLS) regression, among others) which is the situation in this study. The skewness value provides an indication of the symmetry of the distribution. Kurtosis on the other hand provides information about the “peakedness” of the distribution. Positive skewness values indicate positive skew (scores clustered to the left at the low values) whereas negative skewness indicate a clustering of scores at the high end (right-hand side of a graph). Positive kurtosis values indicate that the distribution is rather peaked (clustered in the centre), with long thin tails. Kurtosis values below 0 indicate a distribution that is relatively flat (too many cases in the extremes). In Table 5, the skewness values of the items are mixed with very high values and very low values. Also, the kurtosis values show very high and very low or values below zero. This implies that there is a mix of peakedness and flattened values in the items. Tabachnick and Fidell (2013) maintain that with reasonably large samples (200+cases) skewness ‘will not make substantive difference in the analyses. This is the situation with our data and our analysis.

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	PerceiveBrandQualitB randLoyalty, BrandAssociation, BrandAwareness <sup>b</sup>	.	Enter

a. Dependent Variable: Customer Satisfaction

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.493 <sup>a</sup>	.243	.235	.77818	2.043

a. Predictors: (Constant), Perceived Brand Quality, Brand Loyalty, Brand Association, Brand Awareness

b. Dependent Variable: Customer Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	69.524	4	17.381	28.702	.000
	Residual	216.184	357	.606		
	Total	285.708	361			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Perceived Brand Quality, Brand Loyalty, Brand Association, Brand Awareness

The initial results of the MLR analysis show the coefficient of multiple correlation which has a value of 0.493 which is a moderate correlation. The coefficient of multiple determination (R-squared) and the adjusted coefficient of determination (adjusted R-squared) in the values

of 0.243 and 0.235 respectively. Based on this information, we can say that between 23.5 per cent and 24.3 per cent of the variations in the dependent variable, is explained by the independent variables together. The diagnoses of multicollinearity indicate that there is no strong linear relationship between the independent variables, since the variance inflation factor (VIF) is lower than the threshold value of 5 Damodar (2004). There is no important evidence of multicollinearity.

The test to verify if the model is autoregressive is done with the value of the Durbin–Watson statistic, equal to 2.043. This is well within the threshold of 1.5 to 2.5. The ANOVA table shows the F test. With a statistic of 28.702, the null hypothesis that the coefficient of multiple correlation is equal to zero is rejected at the significance level of 0.00 which is well below the 0.05 margin of error. When the significance is lower than 0.050 (as is the case here), the independent variables, together, have a significant (important) impact on the dependent variable. We now proceed to interpret the regression coefficients and validate our hypotheses.

### Hypotheses Validation

Four hypotheses were originally formulated to guide this work and the hypotheses were as stated in the chapter one of this study. The unstandardized coefficients were used to validate the hypotheses at five (5) per cent margin of error/level of significance.

Where  $n$  = sample size,  $k$  = number independent variables and 1 is constant. For our regression analysis we have 4 Independent Variables.

$$\text{Therefore: } df = 362 - 4 - 1 = 357.$$

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Beta	Lower Bound	Upper Bound	Tolerance
1	(Constant)	.990	.223		4.436	.000	.551	1.429		
	Brand Association	.105	.040	.134	2.608	.009	.026	.184	.804	1.243
	Perceived Brand Quality	.288	.051	.294	5.623	.000	.187	.389	.775	1.291
	Brand Association	.105	.040	.134	2.608	.009	.026	.184	.804	1.243

**H1:** There is no significant positive relationship with respect to brand association and customer satisfaction of locally produced textile (wrappers) among users in the south east zone Nigeria,

Brand association has coefficient ( $\beta = .105$ ,  $t$ -value = 2.608, and  $p$ -value = 0.009). This implies that a one per cent increase in brand association will create 0.105 per cent increase in customer satisfaction for locally made wrappers. The  $t$ -value is 2.608 while the  $p$ -value is 0.009 which is well below the 5% per cent margin of error/level of significance. The 95% confidence interval (.026, .184) straddle no zero in-between. Hence we accept hypothesis three and conclude that there is a significant positive relationship between brand association and customer satisfaction with locally made wrappers.

**H2:** There is no significant positive relationship with respect to perceived brand quality and customer satisfaction of locally produced textile (wrappers) among users in the south east zone Nigeria.

Perceived brand quality has coefficient ( $\beta = .288$ ,  $t$ -value = 5.623, and  $p$ -value = 0.000). This implies that a one per cent increase in perceived brand quality will create 0.105 per cent increase in customer satisfaction for locally made wrappers. The equivalent  $t$ -value is 5.623 while the  $p$ -value is 0.000 which is well below the 5% per cent margin of error/level of significance. The 95% confidence interval (.187; .389) straddle no zero in-between. Hence we accept hypothesis four and conclude that there is a significant positive relationship between perceived brand quality and customer satisfaction with locally made textile wrappers.

The regression model of the analysis is given:

*Regression Equation*

$$\text{Customer Satisfaction} = 0.990 - 0.010 \text{ Brand Loyalty} + 0.230 \text{ Brand Awareness} \\ + 0.1052 \text{ Brand Association} + 0.2879 \text{ Perceived Brand Quality}$$

### **Discussion, Conclusion and Recommendations**

This study also established that there is a significant positive relationship between Brand association and customer satisfaction with locally made wrappers. The finding agrees with Aaker (1992) which implies that consumers have strong positive association with respect to the brand, so, a brand association is the most accepted aspect of brand equity. The strength of Brand association depends on how the information enters consumer's memory and how it is maintained as a part of the brand image. With positive brand association, not only is the brand generating good word of mouth publicity, but also increase in brand purchases. This can also help the company in creating strong barriers to entry for competitors. Thus, the more actively a consumer thinks about and elaborates on the significance of the product or service information, the stronger association are created in memory. This strength, in turn increases both the likelihood that information will be accessible and the ease with which it can be recalled. It simple is anything that is connected to the customer's memory about the brand. It is formed based on how they perceive the brands interactions with the organization and its employees-interactions such as price positioning, product layout and display, celebrity associations, advert campaigns with each and every interaction consumer have with the brand-they add to brand association. Companies ensure that each interaction they have with consumers is positive as associations are also formed from what others tell customers about the brand.

Another finding from this study is that there is a significant positive relationship between perceived brand quality and customer satisfaction with locally made wrappers. The idea of perceived quality by Aaker, (1991) is *the customer's perception of the overall quality or superiority of the product or service with respect to its intended purpose, relative to alternatives*. Simply, it is the perception and impression that the customers have about the overall qualities of a brand. According to the researcher, knowing that human wants are insatiable, to maintain loyal brand customers in textile product (wrappers) industries, producers has to produce wrapper fabrics of high quality and improve its outside beauty so as to favourably compete with foreign textile producers of Wrappers. Better quality products can be charged with a premium price and this is one of the reasons for consumer's preference for a brand in many product category. A better perceived quality can be used to position the brand. When assessing quality of a brand, a customer will assess it base on their individual parameter and in comparison, with the competitors offering as well.

Consumer's assessment varies among each other as quality is a perceptual entity. It is important that organizations keep her activities in check as it is a determinant of her brand equity. These activities may enhance (that is to make) or diminish (that is to mar) the brand

value. In this research, it becomes visible that branding exists to curry flavour on products such as textile (wrappers), as they are vital tools to sustainability. Brand became necessary in textile products businesses like Wrappers so as to distinguish one company's product from another and be able to identify their uniqueness and varieties among same category of wrappers. If perceived quality and price of a product is reasonable, consumers will be loyal to such brand, leading to large sales turnover making producers remain in business. Recalling from Aakar (1996) view point, that Brand Equity is a fixed assets and liabilities that (add) to or (subtract) from the value provided by a product. These assets become our brand loyalty, brand awareness, brand association and perceived quality.

Based on the analysis and the findings of this study, we conclude that there is no significant relationship between brand loyalty and customer satisfaction with locally made wrappers. Brand awareness has a significant positive relationship between brand awareness and customer satisfaction with locally made wrappers. Brand association has a significant positive relationship between brand association and customer satisfaction with locally made wrappers. Perceived brand quality has a significant positive relationship between perceived brand quality and customer satisfaction with locally made wrappers. The addition of the control variables introduced by the researcher in this work enhanced the variances, which means that the addition is justified. From the coefficients, extrinsic product cues are not significant while intrinsic product cues is highly statistically significant. We also conclude that intrinsic product cues significantly influence consumer satisfaction with textile wrappers as consumer considers them in making purchases.

### **Recommendations**

Based on the findings, the following recommendations were made;

1. Manufacturers of wrappers should ensure that the strength of their message should increase both the likelihood that information will be accessible and the ease with which it can be recalled. It is formed based on how they perceive the brands interactions with the organization and its employees-interactions such as price positioning, product layout and display, celebrity associations, advert campaigns with each and every interaction consumer have with the brand - they add to brand association. Companies must ensure that each interaction they have with consumers is positive as associations are also formed from what others tell customers about the brand.
2. Better quality products can be charged with a premium price and this is one of the reasons for consumer's preference for a brand in any product category. A better perceived quality can be a positioning strategy for the brand. Consumer's assessment varies among each other as quality is a perceptual entity. It is important that organizations keep her activities in check as it is a determinant of her brand equity. These activities may enhance or diminish the brand value. In this research, it becomes visible that branding exists to curry flavour on products such as textile (wrappers), as they are vital tools to sustainability. If perceived quality and price of a product is reasonable, consumers will be loyal to such brand, leading to large sales turnover making producers remain in business.

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