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2022/2023 PhD Thesis Abstract

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RT: Consumer Brand Perception and Purchase Behaviour of Selected Fast Moving Consumer Goods in Lagos State Nigeria

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AB: Purchase behaviour plays a vital role in the success of Fast Moving Consumer Goods (FMCG) firms as it has a direct impact on its overall achievement. In the FMCG sector, cost implication of building a sustainable brand has been a major obstacle affecting the industry's competitiveness alongside products competing against each other in the market place. Studies indicate that this has resulted in declined purchase intention, poor purchase decision, reduction in customer loyalty, and weak customer retention. However, the issues related to the effect of consumer brand perception on purchase behaviour in the Nigerian market have not yet been thoroughly researched. This study investigated consumer brand perception and purchase behaviour in selected fast moving consumer goods in Lagos State, Nigeria.

Survey research design was adopted. The population was 1,774,657 customers of fast-moving consumer goods firms in Lagos State Nigeria. The sample size of 499 was determined using Krejcie and Morgan table. Simple random technique was adopted to select the respondents. A validated structured and adapted questionnaire was used to collect data. The Cronbach's alpha reliability coefficients for the constructs ranged from 0.77 to 0.89. The response rate was 78.7%. The data were analyzed using both descriptive and inferential (multiple linear and hierarchical regression) statistics at 5% significance level.

Findings revealed that consumer brand perception variables had a significant effect on the purchase behaviour of selected FMCG firms in Lagos State, Nigeria ($Adj.R^2 = 0.70$, $F(5, 387) = 183.26$, $p < 0.05$). Consumer brand perception variables further had significant effect on the purchase intention ($Adj.R^2 = 0.57$, $F(5, 387) = 106.41$, $p < 0.05$), purchase decision ($Adj.R^2 = 0.45$, $F(5, 387) = 59.24$, $p < 0.05$) customer loyalty ($Adj.R^2 = 0.51$, $F(5, 387) = 81.05$, $p < 0.05$), and customer retention ($Adj.R^2 = 0.54$, $F(5, 387) = 93.90$, $p < 0.05$). Furthermore, perceived quality ($\beta = 0.00$, $\Delta R^2 = 0.00$, $\Delta F = 0.181$, $p > 0.05$) and product availability ($\beta = 0.01$, $\Delta R^2 = 0.00$, $\Delta F = 1.38$, $p > 0.05$) did not significantly moderate the effect of consumer brand perception on purchase behaviour. Perceived quality and product availability significantly moderated the effect of consumer brand perception on purchase behaviour ($\beta = 0.00$, $\Delta R^2 = 0.00$, $\Delta F = 3.78$, $p < 0.05$).

The study concluded that consumer brand perception influenced purchase behaviour, while perceived quality and product availability moderated the consumer brand perception and purchase behaviour relationship. It was recommended that the management of fast moving consumer goods firms should prioritize developing and maintaining strong brand perception among consumers.

Keywords: Brand awareness, Brand image, Consumer brand perception, Fast moving consumer goods, Purchase behaviour, Purchase intention, Perceived quality

Word Count: 417

Abbreviations: RFN: Researcher's Full Name, RD: Researcher's Department, RS: Researcher's School, RE: Researcher's Email, RAE: Researcher's Alternate Email, RP: Researcher's Phone Contact, RT: Registered Title, MS: Main Supervisor, ME: Main Supervisor's E-mail Address, SP: Main Supervisor's Phone Contact, CS: Co-Supervisor, CE: Co-Supervisor's E-mail Address, CP: Co-Supervisor's Phone Contact, AB: Abstract

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