Brand Awareness on Millennials' Purchase Decision of Selected Beverages in Lagos State

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Abstract

The study investigated the effect of brand awareness on millennials' purchase decision of selected beverages in Lagos State. The study adopted survey research design and made use of primary data sourced with the use of a structured questionnaire, using 5-point Likert scale. The study employed regression analysis to determine the coefficient of each of the explanatory variables. Findings of the study revealed that brand recognition and brand recall, predicted millennials' purchase decision of selected beverages in Lagos State. The null hypotheses were rejected because their P-values of F-statistics were less than 0.05.The study concluded that brand recognition, brand recall, can significantly determine the millennials purchase decision of selected beverages in Lagos. The study therefore recommended that, manufacturer and managers should make distinction in their brand offerings to generate momentum needed in the market place, developed and projected brand according to image in customer's mind.
Keywords: Brand recognition, Brand recall, Purchase decision, Millennials.

1.1 Introduction

The key changes in the marketing strategies employed by organizations and institutions in the twenty first century are capable of assisting them to be very competitive and sustainable in the volatile and turbulent market in which they operate (Aziz,2014).

The American Marketing Association (AMA) describes a brand as all the features or characteristics or both with intention to differentiate a particular product and service of one retailer or group of retailers to the other. Therefore, it is expedient for organizations to perceive branding as not to get target market that would prefer your brand alone, but it is about getting your prospects to see you as the only one that is able to ameliorate their problems over the competitors. Consumers view brands as a major part of a product that is capable of adding value and guarantee quality at all times, despite who, where or when you buy the product. Practically, it saves time and energy of loyal during repurchasing activities.

Higher brand awareness has the tendency to have more loyalty and market image (Chi, 2009). Manufacturer use different factor to portray an image in the mind of the consumer, these can be a name, symbol, design or a mixture of these three, so that customers can identify specific brand or product. For an organization to be competitive, brand equity is an important tool to get attention of people that may invariably lead to purchase decision (Bansah, 2015).

A consistent increase of consumer awareness has made consumers choose to buy their acquainted and favorable brand. Therefore, if organizations want to overcome their competitors, they have to make consumers adore and enjoy purchasing of their products and brands. Macdonald and Sharp (2000) mention that even though consumers have close familiarity and are willing to purchase a product, brand awareness are still an important factor to induce and influence purchase decisions.

When consumers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand awareness; consequently, brand loyalty is inevitable.

Understanding the consumer purchasing decision pattern would assist the firm in articulating strategies to cater for various needs of the consumer and this would increase market share (Kotler& Armstrong, 2017).

A few studies have been done to establish the relationship between brand awareness and consumer purchase decision. Overtime, researchers have been using different variables as to what factors have an effect on purchase decision of consumers in the face of varieties of alternative brands (MacDonald & Sharp, 2000); Naeem, 2015; Saleem& Umar, 2015; Aberdeen, Syamsun & MukhamadNajib, 2016; &Chinomonia, 2017).

However, Chukwuneme (2012) opined that in the face of fierce competition, marketers in Lagos have begun to recognize the need for effective brand awareness. And it is expedient to develop effective coexistence and to build brand awareness on purchase decision in Lagos, Nigeria (Nguyen, Barrett & Miller 2011). Therefore, attempt to link these studies in explaining the effect of brand awareness on millennials' purchase decision of selected beverages in Lagos State is necessary to prove the relevance of the findings of these authors.

2.0   Conceptual Framework

Fig.1 Conceptual Model of Brand Awareness on Purchase Decision.

3.0   Methods
3.1 Research Design
In this research work, a quantitative research design was adopted using the survey technique. The quantitative design is most suitable for depicting examples, patterns and connections in numerical form (Lochmiller& Lester, 2017). The principle explanation behind picking this method is that, variables to be analyzed will be much easier to measure quantitatively without manipulations.

The main objective of this research was to ensure that all useful data needed to conduct this research are obtained from the respondents (undergraduate and post-graduate students) in the University of Lagos on how the brand awareness influences and affects purchase decisions of selected beverages in the Lagos.

3.2   Population, sample size and sampling techniques
The population of the study focused on students of the University of Lagos, comprising of undergraduate and postgraduate students. The undergraduate students are 48,324 while the postgraduate students are 10,933 making 59,257 total populations for the study, gotten from Nigerian University System Statistical Digest, 2019. The sample size was derived at by using Yamane (1967). The total sample size was 397. For effective coverage, stratified sampling technique was used.

3.3 Method of data collection

This research work used a structured questionnaire in gathering primary data from the respondents of this study. The questionnaire is regarded as a survey instrument containing a number of structured questions designed specifically to gather responses from the participants.

The responses using Likert statements are based on a five point scale, they are: SA = Strongly Agree, A = Agree, N = Neutral, D = Disagree, SD = Strongly Disagree.

3.4 Method of Data Analysis

The data analysis technique entails the method that was used to categorize, manipulate, and summarize the data gotten from the various respondents to answer the research questions.

The statistical technique that was adopted in the course of this study is the Regression Analysis uses SPSS software. Regression Analysis was used for this research because it analyses the variable in this work to establish the functional relationship and specifies the particular direction of the relationship. So with the knowledge of one variable we can determine and predict the value of the other variable in the course of study.

4.0 Results
Table 1.1

	Frequency	Percent
Gender Distribution		
Male	170	54.0
Female	145	46.0
Total	315	100.0
Age Distribution		
18-23Years	97	30.8
24-29 Years	71	22.5
30-34 Years	61	19.4
35-37 Years	86	27.3
Total	315	100.0
Students Level		
Undergraduate	254	80.6
Postgraduate	61	19.4
Total	315	100.0
Programme/Dept.		
Arts	39	12.4
Basic Medical Sciences	5	1.6
Business Administration	90	28.6
Clinical Sciences	5	1.6
Dental Sciences	7	2.2
Education	49	15.6
Engineering	10	3.2
Environmental Sciences	18	5.7
Law	11	3.5
Pharmacy	14	4.4
Sciences	27	8.6
Social Sciences	40	12.7
Total	315	100.0

Frequency		
Every Morning	93	29.5
Every Evening	96	30.5
Morning and Evening	89	28.3
Once in a day	37	11.7
Total	315	100.0
Food Drink		
Milo	109	34.6
Bournvita	112	35.6
Cowbell Chocolate	23	7.3
Ovatin	21	6.7
Lipton	14	4.4
Vitalo	6	1.9
Richoco	1	.3
Pronto	13	4.1
Tollyvita	7	2.2
Cocoa Butter	9	2.9
Total	315	100.0

4.1 Demographic Distribution of Response
In table 1.1, age distribution of respondents showed that ninety-seven (30.8%) of the respondents are between 18-23years of age, seventy-one (22.5%) of the respondents are between 24-29years, sixty-one (19.4%) of the respondents are between 30-34years while eighty-six (27.3%) of the respondents are between 35-37years which implies that the categories of the respondents are youth and which revealed they know the implication of research work.

The students' level in the institution revealed that two hundred and fifty-four (80.6%) of the respondents are undergraduates out of three hundred and fifteen respondents that were examined in this research while sixty-one (19.4%) of the respondents postgraduates students which implies that undergraduate students are more than postgraduate students in this research work.

The distribution of students programme/department indicated that thirty-nine (12.4%) of the respondents are from Arts, five (1.6%) of the respondents are from Basic medical sciences, ninety (28.6%) of the respondents are from Business Administration Department, five (1.6%) are clinical science students, seven (2.2%) of the respondents are dental sciences, forty-nine (15.6%) of the respondents are education students, ten (3.2%) of the respondents are engineering students, eighteen (5.7%) of the respondents are environmental sciences students, eleven (3.5%) of the respondents are law students, fourteen (4.4%) of the respondents are pharmacy students, twenty-seven (8.6%) of the respondents are sciences students while forty (12.7%) of the respondents are social sciences students.

The frequency distribution of the respondents taking food beverages revealed that ninety-three (29.5%) of the respondents takes beverage every morning, ninety-six (30.5%) of the respondents takes beverages every evening, eighty-nine (28.3%) of the respondents takes food beverages in the morning and evening while thirty-seven (11.7%) of the respondents takes food beverages once in a day.

The distribution of food drink taken by the respondents indicated that one hundred and nine (34.6%) respondents takes Milo Beverages, one hundred and twelve (35.6%) of the respondents takes Bournvita, twenty-three (7.3%) of the respondents takes Cowbell Chocolate, twenty-one (6.7%) of the respondents takes Ovatin, fourteen (4.4%) of the respondents takes Lipton, six (1.9%) takes Vitalo, one (0.3%) takes Richoco, thirteen (4.1%) takes pronto, seven (2.2%) of the respondents takes Tollyvita while nine (2.9%) of the respondents takes Cocoa Butter.

Table 1.2 Brand Recognition

S/N		SD	D	N	A	SA
1	Recognition of the shape of my beverage brand of food drinks among other brands are not difficult for me	46 14.6%	30 (9.5%)	16 (5.1%)	153 (48.6%)	70 (22.2%)
2	Symbol or logo of my brand are well recognized	67 (21.3%)	24 (7.6%)	52 (16.5%)	141 (44.8%)	31 (9.8%)
3	This brand is very familiar to me	122 (38.7%	13 (4.1%)	25 (7.9%)	110 (34.9%)	45 (14.3%)
4	I know this brand very well	88 (27.9%)	63 (20%)	22 (7%)	84 (26.7%)	58 (18.4%)

Brand Recognition

In the table 1.2 above, it is revealed that, Forty six (14.6%), Thirty (9.5%), Sixteen (5.1%), One fifty three (48.6%), Seventy (22.2%) respondents recognized the shape of their beverage brand among other brands of food drink without difficulty. This implies that, the majority of the respondents (70.8%) can quickly recognize their brand among other brands.
Also, Sixty seven (21.3%), Twenty four (7.6%), Fifty two (16.5%), One forty one (44.8%) and Thirty one (9.8%) respondents can easily recognize the logo or symbol of their brand. This implies that about an average of the respondents knows the logo or symbol of their brand very well.
Furthermore, One hundred and twenty two (38.7%), Thirteen (4.1%), Twenty five (7.9%), One hundred and ten (34.9%) and Forty five (14.3%) respondents are familiar with their brand. It is shown that, a little less than average respondents are familiar with their brand which is fair enough to patronize the brand.
Then, Eighty eight (27.9%), Sixty three (20%), Twenty two (7%), Eighty four (26.7%) and Fifty Eight (18.4) respondents agreed that they know their brand very well. It also showed here that, a little less than average knows their brand, which is at least fair enough to arouse purchase decision.

Table 1.3 Brand Recall

S/N		SD	D	N	A	SA
1	When presented with some of the feature of my brand, I can easily recall.	38 (12.1%)	41 (13%)	26 (8.3%)	149 (47.3%)	61 (19.4%)
2	Each time I think about beverages, my choice of brand comes to my mind first	59 (18.7%)	22 (7%)	45 (14.3%)	141 (44%)	48 (15.2%)

S/N		SD	D	N	A	SA
3	I can recall the competitive Brands easily	30 (9.5%)	67 (21.3%)	53 (16.8%)	119 (37.8%)	46 (14.6%)
4	I can recall the characteristics of this brand without effort	22 (7%)	40 (12.7%)	52 (16.5%)	145 (46%)	56 (17.8%)

Brand Recall

From the table 1.3 above, it is revealed that, Thirty eight (12.1%), Forty one (13%), Twenty six (8.3%), One forty nine (47.3%), Sixty one (19.4%) respondents can recall the feature of their brands. The implication is that, many respondents can easily locate their brand from different brands displayed.

Also, Fifty nine (18.7%), Twenty two (7%), Forty five (14.3%), One forty one (44.8%), Forty eight (15.2%) respondents revealed that, their brand comes into their mind first whenever they think of beverages. This implies that the respondents can easily remember their choice of brand any time they think of beverages.

Furthermore, Thirty (9.5%), Sixty seven (21.3%), Fifty three (16.8%), One hundred and nineteen (37.8%), Forty six (914.6%) of the respondents shown that they easily recall the competitive brands of their choice of brand. The implication is that, those respondents despite various competitive brands of food drink in the market; they can always differentiate their choice of brand by remembering them.

Then, Twenty two (7%), Forty (12.7%) Fifty two (16.5%), One forty five (46%), and Fifty six (17.8%) of the respondents revealed that, they can recall the characteristics of their brand without any stress. It means the majority of the respondents can recall both features and benefits of their choice of brand.

Table 1.4 Consumer Purchase Decision

S/N		SD	D	N	A	SA
1	How others think about me with the type of brand I use influenced my purchase decision	23 (7.3%)	19 (6.0%)	35 (11.1%	166 (52.7%)	72 (22.9%)
2	My purchase decision is guided by my awareness regarding a food beverage brand	25 (7.9%)	15 (4.8%)	55 (17.5%)	142 (45.1%)	78 (24.8%)
3	My purchase decision is affected by my overall assessment of the quality of the brand	11 (3.5%)	14 (4.4%)	39 (12.8%)	183 (58.1%)	68 (21.6%)
4	I will buy the same brand that I already have in the future	13 (4.1%)	74 (23.5%)	93 (29.5%)	80 (25.4%)	55 (17.5%)

Customer Purchase Decision

From the table 1.4 above, Twenty three (7.3%), Nineteen (6.0%), Thirty five (11.1%), One hundred and sixty six (52.7%), Seventy two (22.9%) respondents shown that, there choice of brand depends on what other people think about them. Since majority falls under this category, it means their purchase decision may be based on their class they belong.

Also, Twenty five (7.9%), Fifteen (4.8%), Fifty five (17.5%), One hundred and forty two (45.1%) and Seventy eight (24.8%) of the respondents revealed that, what guide their purchase decision is

about information at their disposal regarding their brand. This implies that majority of the customers search for information about their brand before purchase is made.

Furthermore, Eleven (3.5%), Fourteen (4.4%), Thirty nine (12.8%), One hundred and eighty three (58.1%) and Sixty eight (21.6%) of the respondents shown that, majority of the respondents seek for the quality before making their purchase decision. It then means that, their choice of the brand meets the quality required of the brand.

Then, Thirteen (4.1%), Seventy four (23.5%), Ninety three (29.5%) , Eighty (25.4%), and Fifty five (17.5%) of the respondents revealed that, they will still go for the same brand in future. It implies that, in future the respondents will still buy the brand they are buying now.

Table 1.5: Brand Recognition and Millennials' Purchase Decision

Variables	Coeff.	Standard Error	t-value	Sig.
Constant	2.671	.111	23.965	0.000
Brand Recognition	.385	.034	11.223	0.000
R	.536			
R Square	.287			
Adj. R Square	.285			
F Stat.	125.965 (0.000)			

Dependent Variable: Consumer Purchase Decision

4.2   Brand Recognition and Millennials' Purchase Decision

To test this hypothesis, the respondents' scores on two variables of brand recognition on millennials' purchase decision of selected beverages in Lagos State were computed and subjected to simple regression analysis. From Table 1.5, the correlation coefficient (R), gives a positive value of .536; this indicates, there is a moderate strong and positive relationship between brand recognition and consumer purchase decision. The R^2 is a part of the absolute variation in the dependent variable that is discussed by the variation in the independent variables. From the results achieved, R^2 is equal to .287, the implication is that brand recognition brought about 28.7% variance in millennials' purchase decision of selected beverages, this is also proved by the adjusted R^2 that reveals the goodness of fit of the model with a value of .285, this implies that when all errors are corrected and adjusted, the model would only account for 28.5% by brand recognition; while the remaining 71.5% are explained by the error term in the model in the surveyed millennials' purchase decision of selected beverages as shown in Table 1.5.

The unstandardized beta co-efficient of brand recognition is 0.385 with t= 11.223 and (p= 0.000< 0.05). These results revealed that brand recognition positively affect millennials' purchase decision of selected beverages which means that the customers recognized the shape, symbol or logo of their beverage brand among other brands of food drinks which are very familiar.

From the discussion in objective one, and by p-value <.05, it showed that null hypothesis i.e brand recognition does not significantly affect millennials' purchase decision of selected beverages in Lagos State. Therefore, we reject null hypothesis and accept alternative hypothesis that brand recognition have effect on millennials' purchase decision of selected beverages in Lagos State.

Table 1.6: Brand Recall and Millennials' Purchase Decision

Variables	Coeff.	Standard Error	t-value	Sig.
Constant	1.918	.141	13.635	0.000

Brand Recall	.533	.038	14.072	0.000
R	.623			
R Square	.388			
Adj. R Square	.386			
F Stat.	145.101 (0.000)			

Dependent Variable: Consumer Purchase Decision

4.3   Brand Recall and Millennials' Purchase Decision

To test this hypothesis, the respondents' scores on two variables of brand recall on millennials' purchase decision of selected beverages were computed and subjected to simple regression analysis. From Table 1.6, the correlation coefficient (R) gives a positive value of .623; this indicates that there is a very strong and positive relationship between brand recall and millennials' purchase decision of selected beverages in Lagos State, Nigeria. The R^2 is a part of the absolute variation in the dependent variable that is discussed by the variation in the independent variables. From the outcome, R^2 equals .388, the implication is that millennials' purchase decision of selected beverages brought about 38.8% variance in millennials' purchase decision of selected beverages, this is then proved by the adjusted R^2 that reveals the goodness of fit of the model valued at .386, this implies that when all errors are corrected and adjusted, the model would only account for 38.6% by brand recall; while the remaining 61.4% are explained by the error term in the model in the surveyed millennials' purchase decision of selected beverages as shown in Table 1.6.

The unstandardized beta co-efficient of brand recall is 0.533 with t= 14.072 and (p= 0.000 < 0.05). These results showed that the customers who patronize the beverage without stress can recall some of the characteristics of their brand whenever they think of beverages, their choice of brand comes into their mind first.

Here, the null hypothesis, that brand recall does not significantly related to millennials' purchase decision of selected beverages was rejected and alternative accepted i.e brand recall is significantly related to millennials' purchase decision of selected beverage in Lagos State.

4.4   Discussion of Findings

Brand recognition on Millennials' purchase decision of selected beverages

It was found significant; therefore, alternative hypothesis were accepted and null hypothesis rejected. This research work is in line with the work of Jing, Pitsaphol and Shabbir (2014), which established statistical and significant relationship between brand awareness and purchase decision. In addition, Xu, (2015) revealed that brand awareness significantly and positively influence customer purchase decision. Yousaf and Aslam (2012) the study showed that, brand awareness and purchase decision are significantly related. Therefore, from the evidence, as it was empirically showed above, it is postulated that, awareness of brand and purchase decision positively influenced each other.

Brand recall on millennials' purchase decision of selected beverages

It was found significant, therefore, alternative hypothesis were accepted and null hypothesis rejected. This implies, brand recall is significantly related to millennials' purchase decision of selected beverages. The research is related to the work of Khan and Rizwan (2016), which showed that, product and quality service delivery correlates and significantly influence brand purchase decision. This means tbhat an increase or decrease in product quality will cause an increase or decrease in purchase decision. Khan and Rizwan (2016), Reich & Weaver (2006), revealed that

quick-service restaurants should focus majorly on product quality, especially the quality of the taste, how fresh it is, its hotness or coldness and aggregate quality of service, this encourages customer to buy more.

5.0 Conclusion and Recommendations

The findings of this study deduced that, customers recognized shape, symbol or logo of their beverage brand among other brands of food drinks which are very familiar, customers who patronize beverage can easily recall some of the characteristics of their brand without extra effort whenever they think of beverages, their choice of brand comes into their mind first. This study recommended that manufacturers, food beverage suppliers and managers should distinctively and clearly showed the differences between their offered brand with other players; such differences would foster better experience and generate positive word of mouth and increase market share. Firms should pay more attention on how to fix price and to ensure a closer relationship with their target market (youth) as its vital in considering criterion to induce decision on the purchase of the food beverages

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