



The Influence of Branding on Consumers Patronage of Restaurant in Benin City, Nigeria

Eleazar Chibuzor Gbandi & Felix Osaiga Isibor

University of Benin, Benin-City, Edo State, Nigeria

Abstract

The study investigates the influence of branding on consumer patronage of restaurants in Benin City, Edo State, Nigeria. The study considered three aspect of branding; brand awareness, brand image, and brand attachment (independent variable) the dependent variable on the other hand was consumer patronage. A sample of 332 respondents were selected for the study while a well-structured questionnaire was used as the research instrument. Data collected were subjected to both inferential and descriptive statistics. The result from the study revealed that the three variables; brand awareness, brand image, and brand attachment show a positive and significant relationship with consumer patronage of restaurants in Benin City. The three independent variables also show that branding has influence on consumer patronage of restaurants in Benin City. In line with the findings above, it was recommended that restaurants should endeavor to expose their brands to their target market using the appropriate promotional mix so as to bring about brand awareness. They should also provide quality products and involve in corporate social responsibility so as to build a strong image. Finally, restaurants must take customer care seriously which will bring about good customer relationship, brand trust, consumer satisfaction, brand attachment and consumer patronage

Keywords: Branding, Brand Awareness, Brand Image, Brand Attachment and Consumer patronage

JEL Classification: M31

Paper Type: Research Paper

Introduction and Research Background

Branding is one of the most important marketing functions of any organization. It is a process of creating an identity by organization for its name, goods or services by making them very unique and easily identifiable by its target market or audience. The American Marketing Association in 2014 defined a brand as a name, term, design, symbol or some combination used to identify the products of one firm and to differentiate them from competitive offerings (Kotler & Keller, 2016). Branding is an important component of marketing is used by organization to create in the minds of prospective and actual consumers the very uniqueness of a particularly produced to meet their needs (Moore, Stone & Briggs, 2009). Branding is very crucial when it comes to business organizations such as restaurants. This is because many restaurants provide similar

products that serve the same needs. Appropriate branding is necessary to avoid confusing one restaurant's products with the others. It also helps consumers to solidify their purchasing decision especially when they have multiple options to choose from. Finally, branding help a business to build recognition, credibility and trust with the target market. Consumer patronage is exhibited by the consumers' willingness to repeat purchase, to prefer one organizations product to the other that offers similar products and to carry out word of mouth advocacy (Agbonifoh, 2007; Kotler & Keller, 2012). Service (restaurant) brand that have shown over time to be trusted, authentic, honesty will bring about consumer patronage and loyalty. (Aaker, 2004). Although researchers have conducted several studies on branding (For instance, Ashraf, Naeem & Shahzadi, 2017; Setyawan, Kussudiyarsana & Imoronudin, 2015; Adam & Akber, 2016; Njite, 2005), the researchers are unaware of any study on the influence of branding on customer patronage of restaurants in Benin City. This study therefore filled this gap in knowledge. The study shall be limited to eight (8) selected restaurants, this will include four (4) well-known foreign restaurants (Mr. Biggs, Chicken republic, Kateri's bamboo house, & Edo china takeout) and four well-known native restaurants (Mama Ebo pepper rice, kaydees, GT restaurant, & Omega restaurant) all in Benin-city. The reason for confining the study to these eight (8) selected restaurants in Benin City is based on the consumer perceived quality as well as their long duration of operation in the restaurant business. The study also investigated branding as it relates to brand awareness, brand image and brand attachment.

Literature Review

Definition of Brand

A brand is an important widely recognized marketing tool used by individuals and organizations to differentiate amongst goods, services, people, ideas, and organization. It has also been defined by the American Marketing Association (AMA) as a name, term, design, symbol or some combination used to identify the products of one firm and also to differentiate the product from competitive products (Kotler & Pfoersch, 2006; Kotler & Keller, 2012). Hestad (2013) opine that brands help consumers to make decisions on the choice of brand. Branding enable the consumers to recognize products that are capable of fulfilling the promises that meets their needs based on an earlier trial with the brand and through word of mouth from other consumers or recommendations (Hestad, 2013). Furthermore, consumers also tend to patronize brands because of the brand story, ability to emotionally connect with the brand as well as offering them a self – expressive benefit that are the relevant to the consumer in certain cultural context (Kotler & Keller, 2012). A brand performs two major functions, these include; to protect the customer from similar brands and to protect the producer from the competitors that are producing similar products. A brand creates a mental conception in the mind of the consumer; this conception is a consumer perception about a brand and is expressed by various associations that connects the consumer to the brand name (Rio, Vazquez, & Iglesia, 2001). A brand has a value which is based on the perceived quality of its products and the satisfaction customers derive from the products. This provides the basis for trust and customers trust in a brand brings about positive connection to the brand that will lead to consumer patronage and also their loyalty to the brand (Kotler & keller, 2012). The more knowledge and positive perception that customers have about a brand, the more such customers are willing to even pay extra price for such a brand (Castaldo, 1998).

Brand Awareness

Consumer awareness of a brand is one of the important considerations of consumer that determines their choice from brands of the same category. It entails the ability of the consumer

to identify or remember a brand while making a choice. Kotler and Keller (2012:364) stated that “brand awareness is the ability of the consumer to identify, recognize or recall the brand within the same category, in sufficient detail to make a purchase”. Brand awareness is the most important dimension of the entire brand knowledge system in a consumer’s mind. It reflects their ability to identify the brand under different circumstances (Kotler & Keller, 2012). Brand awareness is crucial in consumer buying decision. This is because consumers usually remember the brand, they prefer within the milieu of a given product category when making a choice (Keller 2008). Brand awareness enhances the probability that a known brand will form part of a consumer’s consideration set whenever there is a need to make a choice. (Narteh, Odoom, Briamah & Buame, 2012; Jiang, 2004). Consumer awareness of a brand can also influence consumer associations that make-up the brand image (Keller, 2008). Brewer and Zhao (2010) stated that consumer will prefer or make a choice of a product based on awareness rather than reputation especially among the different brands that have the same reputation. Therefore, brand awareness has an influence on brand loyalty (Nguyen, Barret & Miller, 2011). Radder and Huang (2007) stated that advertising is very important in creating the awareness especially for brands of high involvement products than that of low involvement products. Rajagopal (2007) asserted that the consumer perception of a brand is very important, therefore the firms should endeavor to focus on how to effectively communicate to their consumers to bring about their brand awareness to enable their loyal consumers easily make their brand buying decisions. Since the consumer makes buying decision more of awareness than reputation, brand awareness brings about brand loyalty (Nguyen *et al*, 2011). We therefore seek to test the hypothesis that:

H₀₁: Brand awareness does not influence consumer patronage of native and foreign restaurants in Benin-City.

Brand Image

A brand’s image is simply the perception consumers have about a product (Aaker, 2002). Brand image is defined as the perception the consumer have about a brand which is reflected by the cluster of associations that consumers connect to the brand name in memory (Rio *et al*, 2001). Reynolds (1965), cited in Stephen, Manna, Nabsiah, Ishak, and Amran (2007), explained that consumers creates an image of a brand by selecting some or few impressions from the total number of impressions they have towards a product. These selected impressions are then expanded, embellished as well as stored in the customers’ memory. Therefore, brand image could be recognized as a representation of individual imagery that customers collaborate with the brand, which incorporates a large portion of brand related information (Iversen and Hem, 2008 cited in Hsiang-Ming, Ching-Chi and Cou-Chen, 2011). Cho (2011) observed that brand image has three dimensions namely: mystery, intimacy and sensuality, and these dimensions represent aspects of the sensual, rational, and poignant dimensions. It is the brands obligation to create these three measurements of brand image in order to develop a lovermark. Lovemark theory is based on the creation of a high love and respects image of the brand that will affect the consumers’ perception in a direct or indirect manner (Roberts, 2004). Brand image with respect to restaurants may be defined as a customer’s perception of service quality level, food quality level, land the ambience associated with a restaurant (Bitner, 1992; Dabholkar, Shepherd & Thorpe, 2000; Dipietro, Parsa & Gregory, 2011). Brand image have been seen to mediate or determine brand loyalty (Li & Hung, 2009). We however propose that:

H₀₂: Brand image does not influence consumer patronage of native and foreign restaurants in Benin-City.

Brand Attachment

Consumers' attachment to objects reflects the role of possessions in maintaining the individual's identity, and in expressing the self-concept and self-core values with the object (Ball & Tasaki, 1992). Theoretically, when considering the brand as a source of self-identity, emotion and shared personal history, brand attachment is often compared to possession attachment (Heilbrunn, 1996). According to Fournier (1998) brands can also be useful in consumer decision making of choice, hence contributing to the satisfaction of different needs (Communication, self-expression). Lacoeuilhe (2000) opine that brand attachment has a psychological attribute, which relate to an enduring and unalterable affective reaction of consumers towards a particular brand. Booze, Merunka and Moulins, (2003) asserted that brand attachment demonstrates an emotional bond that exist between the consumer and a brand. Park, MacInnis and Priester, (2006) posits that brand attachment is beyond an attitudinal construct but also contribute to a great extent, consumers commitment to a relationship with a particular brand. Thus, brand attachment involves good feelings or thoughts about a brand. This brings about emotional bond between the consumer and the brand. Brand attachment is often measured using three emotional components: affection, passion, and connection (Thomson, McInnis, & Park, 2005).

Park *et al.*, (2010) opined that the binding force between a brand and consumer can be expressed through cognitive and emotional feelings. Hence a consumer's brand attachment may be expressed in words, feelings or by thoughts. Some of the factors that have been identified to influence brand attachment include; brand familiarity, self-congruence, customer satisfaction, and brand responsiveness (Taghipourian & Bakhsh, 2015).

H₀₃: Brand attachment does not influence consumer patronage of native and foreign restaurants in Benin-City.

Consumer Patronage of Restaurants

Restaurants businesses is one of the most lucrative and fastest growing ventures in terms of revenue generation in the Nigerian market today. With an increasingly market size of 73 million, the business continues to attract both indigenous and foreign firms (Amue & Asiegbu, 2014). Though the restaurant business is not new to Nigeria environment, but of recent, the number of females joining the work force in this sector due to governments' policy aimed at gender equality in employment, has gradually changed the traditional role of women from that of a fulltime house wife. Urbanization and changing work roles of women has resulted in the lack of time to prepare food for their daily living. This has encouraged the growth of small restaurants also known as *bukkas* or *Mama-put* across the urban cities of Nigeria (Amue & Asiegbu, 2014). Consumer patronage of restaurant is the degree to which a consumer concentrates purchases over time to a particular restaurant. It develops through positive reinforcement by derived satisfaction, leading to repeat buying behavior. Successful restaurants are restaurants that achieve higher consumer patronage. Consumer patronage of restaurants is significantly influenced by food quality level, service levels and ambience which determines the level of derived satisfaction by a consumers' restaurant dining experience (Baker, 1987; Min & Min, 2011; Dipietro, Parsa & Gregory, 2011; Isibor & Odia, 2014). Food quality has been found to significantly influence the satisfaction of consumers as well as their behavioral intentions in the restaurant context. Namkung and Jang, (2007) found presentation and taste to be the two most important contributing aspects of food quality that ensures consumer satisfaction in restaurants. Service quality is also an important factor (Tlapa, Miller & Washington, 2011). Service quality in the restaurant context encompasses dimensions like order accuracy, convenience, ambience and speed of service (Dipietro, Parsa

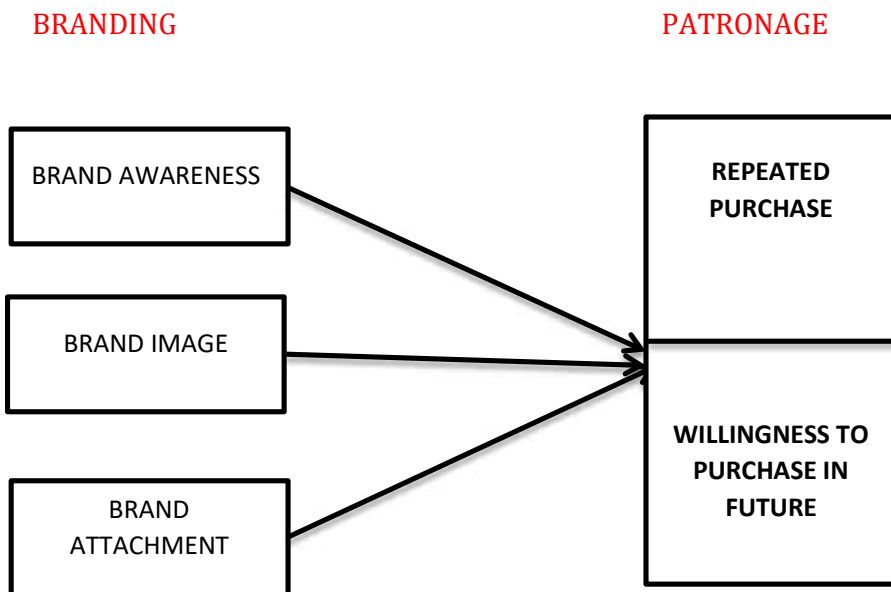
& Gregory, 2011). Finally, physical environment is also an important element in restaurant customers' evaluation and determination of consumers' satisfaction in the context (Booms & Bitner, 1982). The implications of the physical environment on behavior and image formation of consumers are well documented in service oriented businesses such as restaurants and hotels (Baker, 1987). Ibrahima, Aljarahb, and Ababneh (2020) opined that social media such as facebook, twitter, instagram, blog and so on could be used to enhance the consumer perception of a brand. This modern information and communication technology have also been deployed by owners of restaurants in Benin City to create awareness of their restaurant as well as build positive image to their target market. In addition, the satisfaction of the consumers' needs from the services rendered by these restaurants ultimately lead to brand attachment. We therefore propose that ;

H₀₄: Branding does not influence the consumer patronage of native and foreign restaurants in Benin-City.

Research Model

Our model is based on brand- consumer relationship theory propounded by Fournier 1998. The model emphasizes a mutual and beneficial relationship between a brand and its consumers. The theory is based on the fact that a brand has a useful role in the mind of the consumer, therefore, the brand managers must put in place an effective brand communication strategy. This is because the consumer is are now well informed which enables them to make their right choice. The consumer activities or behavior could be analyzed using cognitive psychology and information economics. Brand-consumer relationship can either be positive or negative. The sentiments of consumer about a brand are indicated by their feelings, attitude or opinion which is capable of reinforcing their commitment to the brand or discouraging them about the brand (Fetscherin, Guzman, Veloutsou & Cayolla, 2019). Fig. 1 below shows how branding can influence consumer patronage.

Figure 1. The relationship between branding and patronage of restaurant in Benin City



Source: Authors Construct

The independent variable is branding which is depicted by brand awareness, brand image and brand attachment while the dependent variable which is customers patronage of restaurants is depicted by repeated purchases and willingness to purchase in future.

Empirical Review

Setyawan, Kussudyarsana and Imoronudin (2015) investigated how brand trust affect brand image amongst Indonesia consumers. The result indicated that brand trust played a major role in the in bringing about brand satisfaction as well as brand image. Adam and Akber (2016) studied the implications of brand equity on consumer purchase of cellphones using 300 respondents. The study shown that brand association, brand awareness and brand loyalty has influence on consumer purchase decision. Sarwar, Aftab and Iqbal (2014) conducted a study on how consumer buying behavior is affected by branding. Their findings show that branding is has a positive effect on consumer buying behavior. Ashraf, Naeem and Shahzadi, (2017) also carried out a study on how branding influenced the consumer buying behavior using the footwear industry of Punjab, Pakistan. It was found that brand image, brand association and brand loyalty have a significant impact on consumer buying behavior.

Methodology

The study adopted a survey design using a sample size of 332 respondents. The study selected eight (8) restaurants. Four (4) indigenously own restaurant and four (4) foreign own restaurants in Benin City (Mr. Biggs, Chicken republic, Kateri's bamboo house, & Edo china takeout) The decision to confine to these eight (8) selected restaurants, was because they are well known among consumers in Benin City and they have been in the business for a long time. The study adopted systematic sampling technique in obtaining the sample size. A questionnaire designed for the measurement of branding and consumer patronage of restaurants was adopted as the research instrument for the study. Variables in the questionnaire were measured on a five-point Likert measurement scale ranging from "strongly agree" to "strongly disagree". The questionnaires were distributed by the researchers and trained assistants at the various restaurant premises. Systematic sampling technique was employed in the distribution of the instrument. One out of every four respondent that enters each restaurant was selected and giving a copy of questionnaire to fill at the entrance of each restaurant. Respondents were encouraged to fill the copies of questionnaire for immediate collection. Hence there were no cases of non-responses in the study. To ensure content validity, the item wording for the instrument was screened by experts and professors in marketing and consumer behavior. Reliability was determined based on Cronbach's Alpha values test obtained from a pilot study. The analysis of responses from the pilot study shows that the overall Cronbach coefficient alpha (α) for the items related to the construct are awareness .78, image .80 and attachment .74 respectively. Since all the values of the items relating to the construct were greater than 0.70, the Cronbach's alpha values obtained shows that the instrument is reliable, dependable as well as predictable. The data collected was analyzed using both descriptive and inference statistic. ANOVA was specifically used to test the hypotheses.

Data Analysis

Demographic Profile of Respondents

The analyses were based on data retrieved from the 332 copies of questionnaires administered to different respondents.

Table A shows the demographic analysis of the respondents.

Table A: Demographic distribution of the Respondents

Demographic Variables	Category	Frequency	Percentage
GENDER	Male	150	45.2
	Female	182	54.8
	Total	332	100
AGE	20-29 years	188	56.6
	30-39 years	44	13.3
	40-49 years	54	16.3
	50-59 years	34	10.2
	60 years and above	12	3.6
	Total	332	100
HIGHEST LEVEL OF EDUCATION	SSCE	70	21.1
	ND	26	7.8
	HND/BSC	136	41.0
	MASTERS	60	18.1
	Ph.D	40	12.0
	Total	332	100
MARITAL STATUS	Single	198	59.6
	Married	108	32.5
	Divorced	20	6.0
	Separated	6	1.8
	Total	332	100
EMPLOYEMENT STATUS	Students	124	37.3
	Employed	112	33.7
	Unemployed	38	11.4
	Self-employed	58	17.5
	Total	332	100
NAME OF RESTUARANT	Mr. Biggs	42	12.65
	Chicken Republic	42	12.65
	Kateri's bamboo house	42	12.65
	Edo China takeout	40	12.05
	Kaydees	40	12.05
	Mama Ebo pepper rice	42	12.65
	GT restaurant	42	12.65
	Omega restaurant	42	12.65
	Total	332	100

Source: Author's Data Output (2019)

Tables A above shows that 45.2 percent of the respondents were male and 54.8 percent were female. The age distribution shows that 56.6 percent of the respondents were 20-29 years, 13.3

percent of the respondents were 30-39 years, 16.3 percent of the respondents were 40-49 years, 10.2 percent of the respondents were 50-59 years and 3.6 percent of the respondents were 60 years and above. Table A also indicated that the level of the highest education attended were, 21.1 percent were SSCE holders, ND has 7.8 percent, HND/BS.C has 41.0, percent, Master degree holders has 18.1 percent while Ph.D. has 12.0 percent accordingly. As regarding Marital Status, 59.6 percent of the respondents were single, 32.5 percent of the respondents were married and 10.6 percent of the respondents were divorced while 1.8 percent of the respondents are separated. With regards to Employment Status, Table A shows that the percentage of students were 37.3 percent; 33.7 percent of the respondents were employed. 11.4 percent of the respondents were unemployed, while 17.5 percent of the respondent were self-employed. In terms of Patronage, 12.65 percent of the respondents patronize Mr. Biggs, 12.65 percent of the respondents patronize Chicken Republic, 21 percent of the respondents patronize Kateri's bamboo house, 12.05 percent of the respondents patronize Edo China takeout, 12.05 percent of respondents patronize Kaydees, 12.65 percent of the respondents patronize Mama Ebo pepper rice, 12.65 per cent of the respondents patronize GT restaurant, while 12.65 percent of the respondents patronize Omega restaurant.

The Influence of Brand Awareness on Consumer Patronage

Table B. The Respondents' opinion on the influence of Brand Awareness on Consumer Patronage

S/N	Brand awareness and consumer patronage	"Strongly Agree"	"Agree"	"Neutral"	"Disagree"	"Strongly Disagree"	Index
1	My knowledge of the restaurant through brand promotion influence my patronage	110 (33.1)	152 (45.0)	28 (8.6)	20 (6.0)	22 (6.6)	3.93
2	This brand comes first to my mind when I think of a suitable restaurant.	92 (27.7)	126 (38.0)	70 (21.1)	34 (10.2)	10 (3.0)	3.77
3	My ability to recall the brand is central to my patronage.	104 (31.3)	110 (33.1)	72 (21.7)	32 (9.6)	14 (4.2)	3.78
4	My exposure to the brand influences my patronage.	98 (29.5)	140 (42.2)	54 (16.3)	26 (7.8)	14 (4.2)	3.85
5	Awareness of this brand creates a positive response for me.	88 (26.5)	146 (44.0)	56 (16.9)	18 (5.4)	24 (7.2)	3.77
	Grand Mean	98.4 (29.6)	128.8 (40.6)	56 (16.9)	26 (7.8)	17.6 (5.1)	3.82

Source: Author's Data Output (2019)

Table B above shows an index of 3.82 on the five-point scale employed, which is a strong indication of the influence of brand awareness on consumer patronage of restaurants in Benin City. It also further shows that, a significant proportion of respondents (69 percent) express agreement that brand awareness influence consumer patronage of restaurants in Benin City. Out of which 29.6 percent articulated strong agreement and 40.6 percent articulated agreement. On the other hand, 12.9 percent expressed their disagreement while 16.9 percent articulated neutral opinion.

The Influence of Brand Image on Consumer Patronage

Table C. The Respondents' opinion on Brand Image and Consumer Patronage

S/N	Brand image and consumer patronage	"Strongly Agree"	"Agree"	"Neutral"	"Disagree"	"Strongly Disagree"	Index
6	The restaurant brand image signal to me a certain level of quality.	128 (38.6)	132 (39.8)	44 (13.3)	16 (4.8)	12 (3.6)	4.06
7	The restaurant brand image creates a lasting impression that will make me have a repeat patronage.	76 (22.9)	150 (45.2)	70 (21.1)	18 (5.4)	18 (5.4)	3.75
8	Restaurant brand image creates artificial memory which helps me to make patronage decision.	72 (21.7)	154 (46.4)	58 (17.5)	34 (10.2)	14 (4.2)	3.71
9	Restaurant brand image influences my restaurant preference.	74 (22.3)	144 (43.4)	84 (25.3)	24 (7.2)	6 (1.8)	3.77
10	My perception of the restaurant brand image has an effect on my patronage.	72 (21.7)	142 (42.8)	76 (22.9)	14 (4.2)	28 (8.4)	3.65
	Grand Mean	84.4 (25.4)	144.4 (43.5)	66.4 (20)	21.2 (6.4)	15.6 (4.7)	3.79

Source: Author's Data Output (2019)

Table C above shows an index of 3.79 on the five-point scale employed, which is a strong indication of the influence of brand image on consumer patronage of restaurants in Benin City. It also further shows that, a significant proportion of respondents (68.9 percent) express agreement that brand image influence consumer patronage of restaurants in Benin City. Out of which 25.4 percent articulated strong agreement and 43.5 percent articulated agreement. On the other hand, 11.11 percent expressed their disagreement while 20 percent articulated neutral opinion.

The influence of Brand Attachment on Consumer Patronage

Table D. The Respondents' opinion on Brand Attachment and Consumer Patronage

S/N	Brand Attachment and Consumer Patronage	"Strongly Agree"	"Agree"	"Neutral"	"Disagree"	"Strongly Disagree"	Mean Index
11	The restaurant brand creates a lasting impression that will make me have a repeat patronage.	92 (27.7)	148 (44.6)	62 (18.7)	14 (4.2)	16 (4.8)	3.86
12	My restaurant brand creates artificial memory which helps me to make patronage decision.	100 (30.1)	134 (40.4)	58 (17.5)	22 (6.6)	18 (5.4)	3.83

13	My restaurant brand influences me restaurant preference.	70 (21.1)	142 (42.8)	82 (24.7)	20 (6.0)	18 (5.4)	3.68
14	My perception of the brand has an effect on my patronage.	88 (26.5)	148 (44.6)	78 (23.5)	12 (3.6)	6 (1.8)	3.90
	Grand mean	87.5 (26.4)	143 (43.1)	70 (21.1)	17 (5.1)	14.5 (4.3)	3.82

Source: Author's Data Output (2019)

Table D above shows an index of 3.82 on the five-point scale employed, which is a strong indication of the influence of brand attachment on consumer patronage of restaurants in Benin City. It also further shows that, a significant proportion of respondents (69.5 percent) express agreement that brand attachment influence consumer patronage of restaurants in Benin City. Out of which 26.4 percent articulated strong agreement and 43.1 percent articulated agreement. On the other hand, 9.4 percent expressed their disagreement while 21.1 percent articulated neutral opinion.

The influence of Branding on Consumer Patronage

Table E. The Respondents' opinion on Branding and Consumer Patronage

S/N	Branding and consumer patronage	"Strongly Agree"	"Agree"	"Neutral"	"Disagree"	"Strongly Disagree"	Index
15	Awareness of the restaurant brand creates a positive response in me to patronize the restaurant.	88 (26.5)	146 (44.0)	56 (16.9)	18 (5.4)	24 (7.2)	3.77
16	The restaurant brand image signal to me a certain level of quality.	128 (38.6)	132 (39.8)	44 (13.3)	16 (4.8)	12 (3.6)	4.06
17	Brand attachment influences my loyalty and my patronage.	70 (21.1)	142 (42.8)	82 (24.7)	20 (6.0)	18 (5.4)	3.68
18	Brand name generally influences my restaurant preference.	74 (22.3)	144 (43.4)	84 (25.3)	24 (7.2)	6 (1.8)	3.77
	Grand Mean	90 (27.1)	141 (42.5)	66.5 (20)	19.5 (5.9)	15 (4.5)	3.82

Table E above shows an index of 3.82 on the five-point scale employed, which is a strong indication of the influence of branding consumer patronage of restaurants in Benin City. It also further shows that, a significant proportion of respondents (69.6 percent) express agreement that branding influence consumer patronage of restaurants in Benin City. Out of which 27.1 percent articulated strong agreement and 42.5 percent articulated agreement. On the other hand, 10.4 percent expressed their disagreement while 20 percent articulated neutral opinion.

Table F. Reliability and Convergent Validity

Factor	Factor loading	Cronbach Alpha (α)	AVE
Brand Awareness			
Q1	.87	.78	.80
Q2	.78		
Q3	.79		
Q4	.81		
Q5	.75		
Brand Image			
Q6	.86	.80	.82
Q7	.83		
Q8	.80		
Q9	.84		
Q10	.77		
Brand Attachment			
Q11	.80	.74	.76
Q12	.77		
Q13	.67		
Q14	.80		

A = Cronbach alpha; AVE = Average variance

Hypothesis Testing

Hypothesis One:

There is no influence of brand awareness on consumer patronage of restaurants in Benin-city.

Table G1. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.112	1	25.112	86.630	.000b
	Residual	47.540	331	.290		
	Total	72.652	332			
a. Dependent Variable: CONSUMER_PATRONAGE						
b. Predictors: (Constant), BRAND_AWARENESS						

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588a	.346	.342	.538
a. Predictors: (Constant), BRAND_AWARENESS				

Source: Author's Data Output (2019)

Table G1. above shows a p-value of 0.000 which is an indication that brand image is significant at 5% level of significance. This implies that there is an influence of brand awareness on consumer patronage. We therefore, reject the null hypothesis in favor of the alternative which says there is no influence of brand awareness on consumer patronage. Table G2 further shows R² value of 0.346 indicating that the independent variable (Brand Awareness) explain 34.6% of systematic variation of the dependent variable (Consumer Patronage). This means that the independent variable (Brand Awareness) influences Consumer patronage.

Hypothesis Two:

There is no influence of brand image on consumer patronage of restaurants in Benin-city.

Table H1. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.056	1	24.056	81.184	.000b
	Residual	48.596	331	.296		
	Total	72.652	332			
a. Dependent Variable: CONSUMER_PATRONAGE						
b. Predictors: (Constant), BRAND_IMAGE						

H2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.331	.327	.544
a. Predictors: (Constant), BRAND_IMAGE				

Table H1 above shows a p-value of 0.000 which is an indication that brand awareness is significant at 5% level of significance. This also implies that there is an influence of brand image on consumer patronage. We therefore, reject the null hypothesis which says that there is no influence of brand image on consumer patronage. Table H2 further shows R² value of 0.331 indicating that the independent variable (Brand Image) explain 33.1% of systematic variation of the dependent variable (Consumer Patronage). This means that the independent variable (Brand Awareness) influences Consumer patronage.

Hypothesis Three:

There is no influence of brand attachment on consumer patronage of restaurants in Benin-city.

Table J1. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.429	1	17.429	51.762	.000 ^b
	Residual	55.223	331	.337		
	Total	72.652	332			
a. Dependent Variable: CONSUMER_PATRONAGE						
b. Predictors: (Constant), BRAND_ATTACHMENT						

Table J2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 ^a	.240	.235	.580
a. Predictors: (Constant), BRAND_ATTACHMENT				

Table J1 above shows a p-value of 0.000 which is an indication that brand awareness is significant at 5% level of significance. This also implies that there is an influence of brand attachment on consumer patronage. We therefore, reject the null hypothesis which says that there is no influence of brand attachment on consumer patronage. Table J2 further shows R² value of 0.240 indicating that the independent variable (Brand Attachment) explain 24% of systematic variation of the dependent variable (Consumer Patronage). This means that brand awareness influences consumer patronage.

Hypothesis Four:

There is no influence of branding on consumer patronage of restaurants in Benin-City.

Table K1. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.521	1	31.521	125.683	.000 ^b
	Residual	41.131	331	.251		
	Total	72.652	332			
a. Dependent Variable: CONSUMER_PATRONAGE						
b. Predictors: (Constant), BRANDING						

Table K2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.434	.430	.501
a. Predictors: (Constant), BRANDING				

Table K1 shows that branding which is the combinations of brand awareness, brand image and brand attachment (branding) have a positive and significant relationship with consumer patronage at $P < .05$. The F values of 125.683 also signify that all the independent variables when combined explained a significant degree of consumer patronage. Furthermore, Table K2 shows a P value of .000, testing at an alpha level of .05. Hence the null hypothesis which states that there is no influence of branding on consumer patronage is rejected. Table 9b shows R square value of .434 which implies that branding account for 43.4 percent of consumer patronage. Consequently, there is an influence of branding on consumer patronage of restaurants in Benin City. This means that branding influences the patronage of restaurants in Benin City

Table K3. Hypotheses Testing of Brand Awareness, Brand Image, Brand Attachment on Consumer Patronage

Effects	Coefficient	Mean value	Standard Error	F	P-value	Significance
H1: BAW ->CP	.588	.290	.538	86.63	.000	YES
H2: BIM ->CP	.575	.296	.544	81.18	.000	YES
H3: BAT -> CP	.490	.337	.580	51.62	.000	YES

The results given in Table K3 shows a significant and positive correlation between brand awareness and consumer patronage ($\beta = 0.588$, $f = 86.63$, $p = 0.00$). Brand image was found to have a significant and positive relationship with consumer patronage ($\beta = 0.575$, $f = 81.18$, $p = 0.00$). Brand attachment also have a positive and significant relationship with consumer patronage ($\beta = 0.490$, $f = 51.62$, $p = 0.00$). Therefore, the three hypotheses were rejected, consequently, branding influence consumer patronage of restaurants in Benin City, Nigeria.

Discussion of Findings

The study examined the influence of branding on consumer patronage of restaurants in Benin City. The study found that awareness, image, and attachment influence the consumer patronage of restaurants in Benin City. This confirms the earlier studies by Macdonald and Sharp (2000) and Azafar, Hussain and Shahid (2017) that the higher the brand awareness, the higher the patronage and that consumers will prefer to buy the brand that is well known to them. In terms of brand image, our findings are also in agreement with Moore *et al* (2009) who found that core

brand image expansion into global market has achieved success in creating awareness which had significantly influenced consumer patronage. Our findings are also in agreement with Esch, Langner, Schmitt and Geus (2006) who observed that brand attachment has a longer-lasting commitment towards inducing bond between the brand and the consumer purchase decisions. Our finding is consistent with Taghipourian & Bakhsh, (2015) whose study revealed that brand attachment would obtain patronage and repeat patronage of consumers. Finally, our study is congruence with Sarwar, Aftab & Iqbal (2014) who concluded that branding has a great impact on consumer purchase decisions or consumer patronage.

Conclusion

This study was aimed at ascertaining the influence of branding on consumer patronage of restaurants in Benin City, Nigeria. The study considered three aspect of branding; brand awareness, brand image, and brand attachment (independent variable) while the dependent variable was consumer patronage. The study adopted both descriptive and inferential statistics as technique of data analysis. It was found that the three variables; brand awareness, brand image, and brand attachment have influence on consumer patronage of restaurants in Benin City. The combination of the three variables also shows that there is a significant relationship between branding and consumer patronage of restaurants in Benin City. Given the results obtained from analysis, the study conclude that branding have an influence on consumer patronage of restaurants in Benin- City as branding accounted for 43.4 percent of consumer patronage. Flowing from these findings, we advocate that Restaurants should expose their brands to their targeted market using the appropriate promotional mix. They should also provide quality product and involve in corporate social responsibility in order to create a strong image. Finally, restaurants must take customer care seriously which will bring about good customer relationship, brand trust consumer satisfaction and brand attachment.

Managerial Implication

The study has revealed that branding influence the consumer patronage of restaurants in Benin-City, Nigeria. It is therefore, important that brand managers of restaurants should endeavor to expose their brands through the appropriate promotional mix to create brand awareness. They should also ensure that that they are involved in activities that will serve the interest of their target market and society where they operate to enhance their brand imagine. Finally, there should provide services that meet the consumers wants and needs which will invariably bring about brand attachment.

Limitation of the Study

Our study was limited to brand awareness, brand image and brand attachment; there are other branding activities that could also be investigated and their influence on consumer patronage of restaurants in Benin City, Nigeria. Secondly, the study was limited to only eight popularly known restaurants in Benin City excluding Hotels. It may be interesting to have such study on hotels which offers similar restaurant services to see the differences. Finally, this study was restricted to Benin City, similar should be carried out in other big cities in Nigeria as well.

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Author's Profile

Eleazar Chibuzor Gbandi was formerly a Senior Marketing Manager with Government own Nigerian Telecommunication Limited (NITEL) before joining the academia. He is currently a Senior Lecturer at the Department of Business Administration, University of Benin, Benin City, Nigeria. He is also an Adjunct Senior Lecturer at Benson Idahosa University (BIU). Benin City, Nigeria. His areas of interest are Marketing, Entrepreneurship Development and General Management.

Osaiga Felix Isibor (Ph.D.) graduated with First class honours in Business Administration from the University of Benin. With a Master of Science degree in Marketing and Ph.D. from the same University, Dr. Isibor teaches at the University of Benin. His research interests include marketing for Nonprofit Organizations, Consumer Behaviour, Service Quality, Complaint Management and Branding.