Influence of Brand Image on Buying Behaviour among Undergraduates in Federal University of Agriculture, Abeokuta

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ABSTRACT

Brand image is an influential means to cajole new customers by inducing their behaviour with numerous schemes that will make them dedicated to one brand. The focus of brand value creation was on individual goods whereby customers make use of brands to exhibit ownership. The main objective of this study is to analyze the relationship between brand image and buying behaviour in Funaab. This study focuses on soft drinks and tries to investigate brand equity and customer consumption values in order to compare different purchase behaviours. Stratified sampling technique was adopted for this research study. A structured questionnaire was used to get data from the respondents. The data was analyzed using through the data preparation grade and Statistical Package of Social Sciences (SPSS) version 20.0. Sample size of one hundred (100) were employed out of the total population of undergraduates in Funaab. The study uses descriptive analysis in interpreting the results of the research work. The research work adopted statistical tools such as regression analysis and ANOVA in testing the hypothesis. The result shows that there is a significant relationship between brand name and buying behaviour, brand value and buying behaviour, price and buying behaviour, packaging and buying behaviour. The study observes that brand image is an influential means to cajole new customers. In view of this finding, certain recommendations were arrived at; adequate provision of funds, provision of adequate facilities, allocation of adequate time, provision of development strategies and marketing research on brand image in most business organization should be properly done. The finding of this study provided useful information which is helpful not only for the students but also as a successful guidance to the brand managers for future marketing strategies and policies

Keywords: Brand image, Brand value, Buying behavior, Purchase behavior, Marketing strategies

Introduction

In business world today it is of great significance and value to be able to differentiate your product from all others in existence. The society is so mindful about their status and they desire to use branded products to express their status symbol. Brand is well-thought-out as implied device via which any business can achieve the attraction of the general public and can take delight in the competitive edge. In our indigenous state it also well thought-out as a prized asset for any business as it can modify peoples' buying behaviour. Branding contains as a part of creating an image in a consumer's mind. The inflexible part is to liaise similar characteristics and promises to consumers but it is with ease for a company to specify what it wants to be like. A sim Nasar *et al*. (2012) has a view that thriving businesses all over the world have the widespread goal of strengthening their brand Image. By means of making available the best quality brand, companies can get a positive brand image with the help of proper and adequate brand positioning through advertisement. If brand is built and handled in a way of being able to accomplish its purpose, a business can derive or receive pleasure from a maximum number of customers and can construct an extended term profitable affairs with customers.

Today, brand image is an influential means to cajole new customers by inducing their behaviour with numerous schemes that would make them dedicated to one brand. The focus of brand value creation was on individual goods whereby companies made use of brands to exhibit ownership and take accountability for their goods. This in turn helped customers place and distinguish a firm's goods on sight. At present, brands produce an extensive competition in diverse forms, sizes, functions and features and they are the indispensable capital of the most trades. The market is swamped with new and old brands and the strong point of brand conflict is increasing day by day. In the present day in a competitive market, the inquiry is about the existence and endurance of the company in the market. But the response hinges on companies to stay alive by packaging, design, price, quality, distribution channel and other means. According to Sheena and Naresh (2012), the personal experience of using a brand can be of assorted shapes from the personal experience of using an indistinguishable product without the brand. Consumers distinguish and experience these aspects and features about brands and respond to them. Often, consumers will have a tendency to select a brand that they regard corresponding with their self-image.

Nevertheless, response to the inquiry of exactly how and why consumers show interest in a specific brand personality and selecting a brand can be an influential tool in the hands of brand managers to evolve and increase the perceived value of the brand. The business environment is becoming cultured generation by generation and as such, decision-making is becoming more and more challenging and risky. It is equally important for a business to have knowledge on how to build or transform a brand in order to have the ability to maintain and nurture it, and also what are the risks that might lead to a brand's failure in order to avoid them. Consumers are also faced with the challenge of choice making due to indecisiveness, scepticism, indifference and confusion which are among the key sales killers in business world. Related to this Keller's CBBE-brand building method is introduced. Also reasons why brands might fail are shown briefly. Consumer purchasing choice is a process that comprises dissimilar stages like the recognition of need, search for the information, evaluation of alternatives, selection and in the last post purchase behaviour. There are lots of factors which have emotional impact on the consumer behaviour and those factors lead him towards purchasing. A wide-ranging variety of efforts and philosophies have endeavoured to outline the factors which influence the consumers and their behaviours when making purchasing decisions. Consumers identify the brands in a different way according to their preferences and from time to time may be influenced by past familiarities and their choices are directly or indirectly associated with these perceptions. The terminus of the inquiry of consumer behaviour is to ascertain a perceptual structure of consumers' attitudes in their choice to buy or to turn a blind eye to a product.

According to Keller (1993), Aaker's brand equity model and Keller's customer-based brand equity model is viewed as the most authentic and valuable models that mainly consider the consumer perceptions and their buying decisions basis on the evaluation of their knowledge about brand, their association with specific brands and how the purchase will affect them if they purchase a recognized brand. Brand Equity (Aaker, 1991, and Keller, 2003) is make known to in order to expatiate upon four elements (brand awareness, perceived quality, brand association, brand loyalty) which provide a part of a whole amount in brand image conception. According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers' memories about the brand through marketing campaigns. Put differently, brand image and brand awareness are the foundation and origin of brand equity.

In this study, we will see the influence of branding on consumer behaviour which helps a consumer in choosing a precise brand according to his need and choice. Therefore, this study concentrates on brand and how it affects consumer's choice.

Methodology and Purpose of the study

In order to address the recognized problems, research questions are essential in order to find solutions. This

study has therefore attempted to find answer the following questions:

1. What relationship exists between brand name and buying behaviour among undergraduates?
2. To what extent has brand value has influenced the buying behaviour of undergraduates in Federal University of Agriculture, Abeokuta?
3. What is the effect of price on the buying behaviour of undergraduates in Federal University of Agriculture, Abeokuta?
4. What is the impact of packaging on the buying behaviour of undergraduates in Federal University of Agriculture, Abeokuta?

In this study, the descriptive survey research method has been adopted. the population of this study is the entire undergraduates in FUNAAB. A sample size of one hundred (100) undergraduates out of a hundred and thirty-five (135) undergraduates of FUNAAB was sampled as calculated above. All 135 undergraduates of the population have equal chances to be chosen as part of the sample and one hundred (100) questionnaires has been administered randomly to the entire undergraduate population of FUNAAB. In addition, the hypotheses were tested using a liner regression via Statistical Package of Social Sciences (SPSS) version 20.0. This was used to assess if there is a relationship and the extent of the relationship between variables.

Literature Review

Brand Overview
Brands are very old in this world. Time dates back to people who mark cattle's, horses, livestock, clay pots and personal belongings with burnt mark in the earlier days. "The word brand comes from old Norse brand, meaning to burn." (Keller, 2008). It is an old form of personalizing a product. It was of sequence by burning that initial mankind embossed ownership on personal livestock, and with the advance of trade, consumers would use brands as a means of telling apart between the livestock of one farmer from another. A farmer with the chiefly upright repute for the quality and value of his livestock would find his brand greatly pursued, while the brands of farmers with a smaller repute were given lesser attention.

Thus, the utility of brands as a conduct to preference was recognized, the role has stayed on unaffected to the present day.

Today the word brand has gained more and more abstract meanings. A brand means all the inceptions, associations, descriptions, ideas and promises that develop in consumers' minds about a product or business (Brändäys 2007; 2010). The significance of the term is only obvious with citation to linguistic communication use, for the reason that there is no one 'real' or 'true' definition or meaning. A brand can be seen as the added value which an end user is willing to pay more, compared to an average, unidentified product that live up to the same desire.

Keller (2008) reasons out American Marketing Association's definition of a brand as follows: "whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand."

This article identifies twelve main themes which is thought to be a precise classification of the comprehensive variety of descriptions of the "brand" in the literature, i.e. as:

i. Legal instrument: Mark of ownership, Name, logo, design. Trademark.
ii. Logo: Name, term, sign, symbol, design.
iii. Company: Recognisable corporate name and image. Culture, people, programs or organisation defines corporate personality.
iv. Shorthand: Firm stresses quality not quantity of information.
v. Risk reducer: Confidence that expectations being fulfilled.
vi. Identity system: More than just a name
vii. Image in consumers' minds: Consumer centred. Image in consumers' mind is brand "reality"
viii. Value system: Real brands have an understanding of values that characterise them
ix. Personality: Psychological values, communicated through advertising and packaging define brand's personality:
x. Relationship: Consumer has attitude to brand. Brand as person has attitude to consumer.
xi. Adding value: Value satisfier. Consumers imbue brand with subjective meaning they value enough to buy
xii. Evolving entity: Change by stage of development

However, the twelve themes represent a categorisation of the most important propositions in the branding literature. Various academic disciplines, such as consumer behaviour (Assaei, 1995), strategy (Hamel and Prahalad, 1994) and marketing management (Kotier *et al*, 1996; Balmer, 1995) support this literature. A mutual feature is that the brand's name and logo are reckoned further than plain legal and visual identifiers, and denote the set of experiences and associations that users have acquired over time as a result of organisations' activities.

Factors that build up a brand
In order to create a successful brand, there are some brand related factors that are vital. Such factors are value creator, brand associations, brand image and brand identity. All these factors are covered because these are the brand related factors that are vital not only for the research but in order to create a successful brand.

Brand image

A business's brand image can stand as significant as the goods or services it produces. A robust brand image is a powerful asset. From the customers' side, crucial to the perception of the brand is the concept of brand image. Dobni and Zinkhan (1990) outline brand image as:" largely a subjective and perceptual phenomenon that is formed through consumer interpretation, whether reasoned or emotional" According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers' memories about the brand through marketing campaigns.

Brand identity

According to Aaker (1996), Brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain. These associations signify what the brand stands for and suggest a promise to customers from the organization members. The dissimilarity between brand image and brand identity is that brand image is shaped in the cognizance of consumers but brand identity is pulled together by the brand owner. Aaker (1996) explains that to ensure that the brand identity has enough depth and particles a firm should consider its brand as a product, organization, person and symbol. According to Aaker (1996) definition, four perspectives are show in respect to brand identity

· Brand as a product: Brand as a product deals with the brand associations committed to a product or service. It is strictly related to brand high-quality decisions and the involvements consumers have of its use. The essential component is to identify the product class the brand fits into. The crucial impression is to link the brand to the precise product class so that it is the first one the consumers remember when thinking of the group. The attributes that are related to brand as a product are quality, purpose of use, types of users and the origin of the product or service (Aaker 1996).

· Brand as an organization: Brand as an organization focuses a reduced amount of concentration on the product or service itself but mainly on qualities of the organization. These qualities (for example innovation and quality) are formed by the people, culture, values and programs of the company and are further resilient to competitive rights. This is so because it is stress-free to duplicate a product and product features but replicating an organization with unique people, values, and programs is almost impossible (Aaker 1996).

· Brand as a person: Brand as a person deliberates the brand as possessing human characteristics such as fun, active, formal or youthful. A brand nature can improve the brand because a consumer possibly will relate to it and express their own personality. In the same way as personalities influence human relationships, brand personality can be the basis of a relationship between the customer and the brand.

· Brand as a symbol: A robust symbol makes it relaxed for consumers to identify and remember a brand. The non-appearance of a symbol can be an actual shortcoming to a brand. A symbol can be a visual imagery, metaphors and/or brand heritage that relates to a brand.

Brand Association

According to Aaker's Managing Brand Equity (1991) brand associations are "anything linked in memory to a brand." By this Aaker (1991) refers to feelings, product characteristics, symbols, life-style, certain object and activity. Aaker (1991) also clarifies that associations produce value to both firms and customers by facilitating to process and repossess information; set of realities and stipulations that if not would be problematic for the customer to process and access, and costly for the company to communicate. Associations aid to distinct one brand from a different brand by distinguishing the product/service and positioning it. Brand associations can produce and connect positive feelings and attitudes to a brand. These feelings can either be created during the use experience but also likable symbols can trigger those feelings for example. (Arnold 1991). Brand associations also provide a motive to make a purchase.

Brand Equity

Brand equity is the additional value gifted to products and services. Aaker (1991) defined the brand equity as a set of brand assets and liabilities linked to brand that adds or detracts the product or service value based on the customer's perspectives. This value may be reflected in how consumers think, feel and act with respect to the brand that consumers had perceive from marketing programs. Brand equity is mostly as a result to the that consumers have in a brand compared to other brands as this faith and belief is interpreted as consumers' loyalty and their readiness to pay greater prices for the brand.

Aaker (1991) defined brand equity as a set of five categories of assets (Liabilities) that are attached to a brand name or symbol and add or (reduce) value provided by a product or a service. He has outlined five (5) classes that is usually considered the four main dimensions. They are brand awareness, perceived quality, brand association, brand loyalty, and other assets, such as brand exclusive rights, trademarks and communication board. Therefore, in marketing theory, customer based brand equity is shared into two classifications: customer`s perception (brand awareness, brand association, brand perceived) and customer`s behaviour (brand loyalty, willingness to pay higher prices).

Brand Loyalty

Brand Loyalty refers to the level of commitment that customers have for a specific brand. Loyalty involves the quality of being loyal and having feelings of allegiance. A brand loyalty is always inspired by love for the brand due to satisfaction for the perceived brand. The primary advantage of brand loyalty is that it renders a promise of commitment from customers against market share loss when a new competitor enters the industry. Another company may have a huge customer base but if they are not loyal to customers, they are more easily seduced away by competitors. Loyalty is a benchmark that assesses the leaning of consumers to brand. Customers who are loyal to a specific kind of brand continuously endeavour to purchase it always and have zero interest in purchasing other brands.

Brand Awareness

This is the likelihood that consumers are conscious and acquainted about the life and availability of a product. Brand awareness means that how can a customer, tell apart and recall unidentified from identified brands in purchase decision situations. The role of brand awareness in brand equity rest on the level of attained knowledge. Brand awareness comprises of both brand recognition as well as brand recall. Brand awareness is enhanced to the degree to which brand names are wisely selected, that is, simple and easy to pronounce or spell; known and expressive; and unique as well as distinct. For instance - Coca Cola has come to be known as Coke.

Brand Associations

Brand associations can be given to customers to take the best choice by having precise items in their mind, where there are numerous choices. Aaker (1991) defines brand association as anything related to the association of a certain type of the brand or its image. Brand Associations are not benefits, but are images and symbols associated with a brand or a brand benefit. Brand should be allied with something positive so that the customers tell your brand to being positive.

Brand perceived quality

Perceived quality is defined as consumer perception of the overall quality or superiority of a product or service than other options (Zeithmal, 1988). High perceived quality guides consumers to choose one brand over the other competing brands (Yoo and Donthe, 2000). In order to thrive, it is essential for companies to recognize features that customers seek in relation with quality. Perceived quality is a competitive necessity and nowadays most companies find quality customer oriented as a strategic weapon (Atligan, 2005).

Consumer Buying Behaviour

Walters (1974) provides such a definition by stating that "A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires." It comprises of the study of what, why, when, where and how frequently consumers purchase and how they make use of the purchased manufactured goods. The fundamental purpose of existence of the marketing department is to recognise and please consumer needs, wants and desire. In addition, it involves all the behaviours that end-users exhibit in searching for, purchasing, using, evaluating and disposing of products and services that they assume will be satisfactory to their needs. Consumer behaviour reviews all the parts of purchase, utility and disposal of products and services.

Consumer buying behaviour refers to whatever consumers purchase at a definite point of time which consist of their decision making. So it is key for any firm to strongly analyse on consumer buying behaviours as it has a large effect on the firm's marketing scheme. It also plays a significant part in the success of the firm. It is vital for any firm to construct a marketing mix that pleases the customers. According to Kotler (2003), there are five roles people play during a purchase. They are:

Initiator: It is the person who gives the idea of buying the product or service.
Influencer: It is the person who reviews or influences the decision.
Decider: It is the person who makes the buying decision: what to buy, how to buy, when to buy and where to buy.
Buyer: It is the person who actually makes the purchase.
User: It is the person who consumes or uses the product or service.
Consumer buying behaviour is swayed by an individual's own personality traits. These personality traits do not keep on being the same but adjust with the life cycle.

The knowledge on consumer behaviour illuminates on:
i.   Why and why not a consumer buys a product?
ii. When a consumer buys a product?
iii. How a consumer buys a product?

Consumer Behaviour is a division which deals with the numerous phases a consumer goes through before buying a product or service for his or her end-use.

Buying Decision Process

Consumers take part in a decision process to take action with respect to the marketing environment and make purchases. The buyer goes by a series of rational stages to attain the decision when he faces a problem which could be decided over a purchase.
A consumer goes through several stages before purchasing a product or service.
i.   Need/Problem Recognition: The problem recognition stage is also known as the need stage. It is a stage where the end user goes through a state of felt deprivation (need) or wants.

According to Nwaizugbo (2004), a problem stage is when the consumer feels an imbalance between his actual state and desired state. In this case, a need had been recognised which has to be satisfied, which must be properly recognised to evade wrong decision making.

ii. Information Search: Once a problem has been recognized by the consumer, the resulting stage is to search for information in order to resolve the problem. The consumer pursues information on which brand that can solve the acknowledged problem.

iii. Evaluation of Alternatives: The next step is to evaluate the numerous alternatives made accessible in the market. An individual after collecting significant information tries to select the paramount decision accessible as per his need, taste and pocket.

iv. Purchase of product/service: This is a purchase decision stage. After assessing the alternative brands and picking out the best, the Consumer is presently prepared to make a purchase. It's however, significant that occasionally, purchase objective does not necessarily result in a definite purchase. This is where the role of the organization in facilitating the consumer to act his purchase intention becomes very necessary.

v. Post Purchase Behaviour: This is the concluding stage of the decision making process, where consumers equate the product's performance against their expectations. It is very common for a consumer to feel worried after making a purchase decision. As stated by Kotler and Armstrong (2007), a purchase behaviour is the stage of the buyer decision process in which the consumer takes further action after purchase, based on his satisfaction or dissatisfaction. Having purchased a product, the consumer may sense that a substitute would have been most preferred. In this state, re-purchase by the consumer may not be immediately, but it is to be expected to switch brands in an upcoming purchase.

Figure 1: Buying decision model
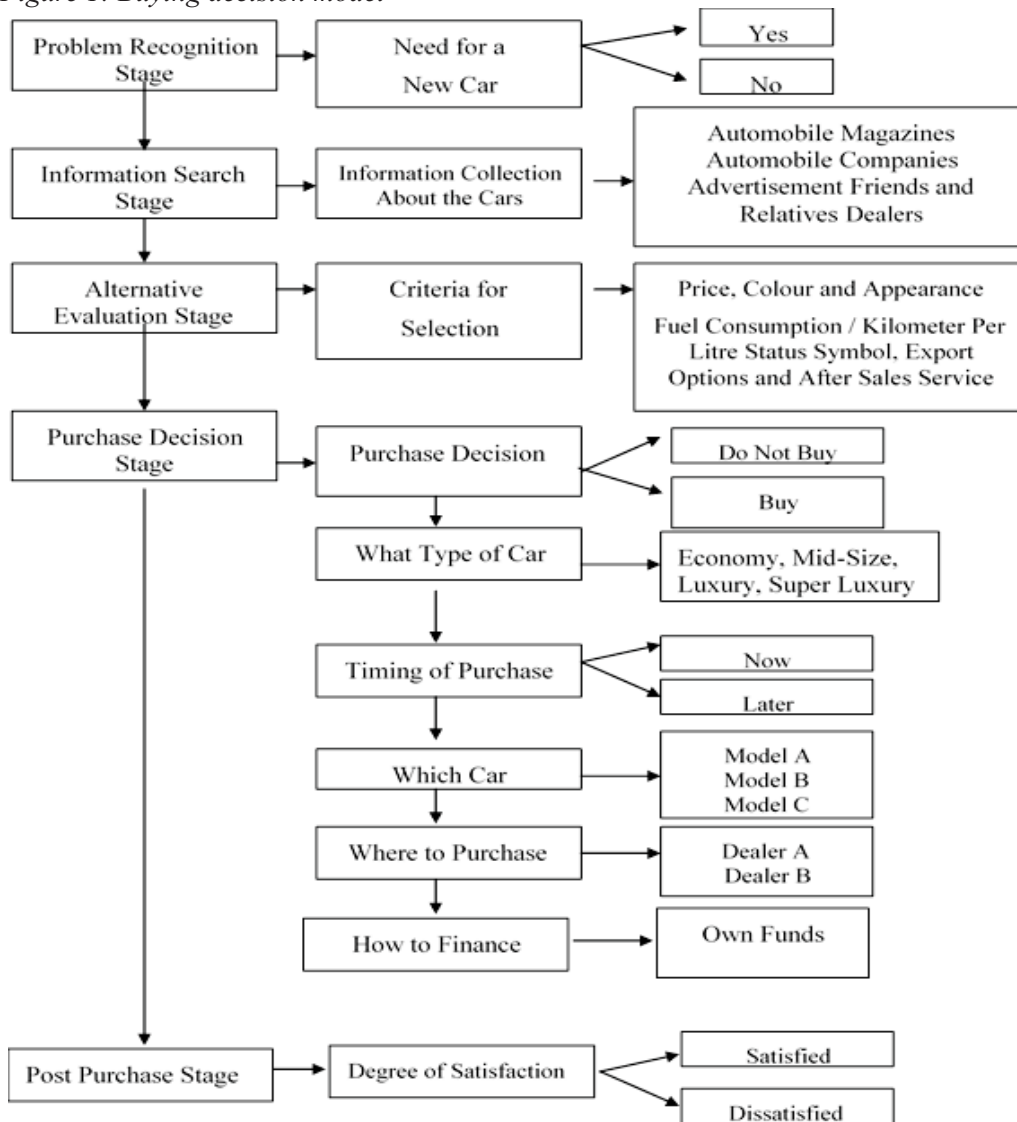
Source: Researcher's Buying decision model

Buying roles in consumer behaviour

For numerous of brands, it is easy to place its consumers. Men normally choose their shoes and women their cloths. Other products involve a joint decision making. Consider the selection of a family that wants a new house. The teenage son may have suggested the type and structure of the house. The daughter may suggest on the colour and painting of the interior and exterior of the house. A friend or relative may advise the family on where the house may be located due to safety and amenities. The wife may have a definite desire regarding the number and sizes of rooms for the house. The husband may make the financial offer. The husband may not be home often due to travels on work matters and the children may not be home to due to schooling. In lieu of this, the wife uses the house more than others. Thus, we can pick out five (5) roles people play in a buying decision:

i.   Initiator: The person who initiates the course of action. This is the person who lays the thought of purchasing the specific product.
ii. Influencer: The person who gives a view or advice that has the power to influence the decision
iii. Decider: A person who gives the final judgement on the buying decision: whether to buy, what to buy, how to buy, or where to buy.
iv. Buyer: A person who actually makes the purchase
v.   User: A person who actually makes use of the product or service.

A company needs to identify these roles because they have implications for designing the product, determining messages, and allocating the promotional budget.

Consumer satisfaction

Oliver (1997) defined satisfaction as "the consumer's fulfilment response. Consumer satisfaction is the main and highest aim for any organization, for getting a more vigorous organizational performance, and it is sensed to be the solely factor that influences a repeated purchase, especially in the service industries. In a business life, it is essential for an organization to satisfy every customer or client, in order for a business success. Anton (1996) perceives customer satisfaction as a state of mind in which the customer's needs, wants, and expectations throughout the product or service life haven been met or exceeded, resulting in future repurchase and loyalty. Today, satisfaction has been researched broadly in scope and has concentrated majorly on the link between pre purchase performance expectations and post purchase satisfaction. Consumers are demanding, abreast and emphatic when service issues arise. Marketing is said to orbit around the customer with bring satisfaction to its customer's as its ultimate objective. For this study, the satisfaction response will be reflected towards the level of affection for the brand which is in line with the suggestions by Jacoby and Chestnut (1978) and Oliver (1997, 1999). Oliver (1999) noted that consumers at the affective stage would develop a positive attitude towards the brand or liking the brand as a result of satisfactory repetitive usage over time.

Results of the study
Demographic Characteristics of the Sample
Table 1: Analysis of Response Rate

QUESTIONNAIRE	RESPONDENT	PERCENTAGE
RETURNED	100	100%
NOT RETURNED	0	0%
TOTAL	100	100%

Field survey, 2019

One hundred (100) questionnaires were fully filled and returned which implies that 100% of the questionnaires were returned. The table below shows the detail in a glance:

Test of Hypotheses
Hypothesis 1: There is no relationship between brand name and buying behaviour among undergraduate
Table 2a Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.349[a]	.122	.113	1.98412

a.   Predictors: (Constant), Brand image

Table 2b: ANOVA [a]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	461.409	1	461.409	49.344	.000[b]
1	Residual	916.381	98	9.351		
	Total	1377.790	99			

a.   Dependent Variable: Buying behavior
Predictors: (Constant), Brand image

The results from model summary table above revealed that the extent to which the variance buying behaviour can be explained by brand image is 11.3% i.e. (R square = 0.113). The ANOVA table shows that the fcal is 13.613 at 0.000 significance level. The table shows that brand image has a significant relationship with buying behaviour.

Table 2c: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.752	3.545		3.598	.001
	Buying behaviour	.477	.129	.349	3.690	.000

a.   Dependent Variable: Buying behaviour

The coefficient table above shows that the simple model that expresses how brand image has a positive effect on buying behaviour. The model is shown mathematically as follows:
$Y = a + Bx$ where y is buying behaviour and X is brand image, a is the constant factor and b is the value of the coefficient. From this table therefore, buying behaviour= 12.752 + 0.477brand image. Therefore, for every 100% increase in buying behaviour, brand image contributed 47.7%.

The above result implies that brand image has a positive significant relationship on buying behaviour i.e. since P value 0.00 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between brand image and buying behaviour. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between brand image and buying behaviour.

Hypothesis 2: Brand value does not influence the buying behaviour of undergraduate in Funaab
Table 3a: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579[a]	.335	.328	3.05791

a.   Predictors: (Constant), BRANDVALUE
Table 3b: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	461.409	1	461.409	49.344	.000[b]
	Residual	916.381	98	9.351		
	Total	1377.790	99			

a.   Dependent Variable: Buying behaviour
b.   Predictors: (Constant), brand value

The results from model summary table above revealed that the extent to which the variance buying behaviour can be explained by brand value is 33.5% i.e. (R square = 0.335). The ANOVA table shows that the fcal is 49.334 at 0.000 significance level. The table shows that brand value has a significant relationship with buying behaviour.

Table 3c: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.735	2.634		2.177	.032
	BRANDVALUE	.743	.106	.579	7.025	.000

a.   Dependent Variable: Buying beh aviour

The coefficient table above shows that the simple model that expresses how brand value has a positive effect on buying behavior. The model is shown mathematically as follows:
$Y = a + Bx$ where y is buying behaviour and X is brand value, a is the constant factor and b is the value of the coefficient. From this table therefore, buying behaviour= 5.735 + 0.743brand image. Therefore, for every 100% increase in buying behaviour, brand image contributed 74.3%.

The above result implies that brand value has a positive significant relationship on buying behaviour i.e. since P value 0.00 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between brand value and buying behaviour. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between brand value and buying behaviour.

Hypothesis 3: Price does not have effect on the buying behavior of undergraduate in Funaab

Table 4a: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.248[a]	.062	.052	2.30929

a. Predictors: (Constant), price

Table 4b: ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.293	1	34.293	6.430	.013[b]
	Residual	522.617	98	5.333		
	Total	556.910	99			

a. Dependent Variable: Buying behaviour
b. Predictors: (Constant), price

The above result implies that brand value has a positive significant relationship on buying behaviour i.e. since P value 0.00 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between brand value and buying behaviour. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between brand value and buying behaviour.

Table 4c: Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.670	.959		24.690	.000
	Price	.093	.037	.248	2.536	.013

a. Dependent Variable: Buying behavior

The coefficient table above shows that the simple model that expresses how price has a positive effect on buying behavior. The model is shown mathematically as follows:
$Y = a + Bx$ where y is buying behaviour and X is price, a is the constant factor and b is the value of the coefficient. From this table therefore, buying behaviour = 23.670 + 0.093price. Therefore, for every 100% increase in buying behaviour, price has contributed 93%.

The above result implies that price has a positive significant relationship on buying behaviour i.e. since P value 0.00 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between price and buying behaviour. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between price and buying behaviour.

Hypothesis 4: Packaging does not have impact on buying behaviour

Table 5a: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540[a]	.292	.284	3.50119

a. Predictors: (Constant), PACKAGING

Table 5b: ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	494.443	1	494.443	40.335	.000[b]
	Residual	1201.317	98	12.258		
	Total	1695.760	99			

a. Dependent Variable: buying behaviour
b. Predictors: (Constant), packaging

The results from model summary table above revealed that the extent to which the variance buying behaviour can be explained by packaging is 29.2% i.e. (R square = 0.292). The ANOVA table shows that the fcal is 40.335 at 0.000 significance level. The table shows that packaging has a significant relationship with buying behaviour

Table 5c: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.826	2.153		5.028	.000
	PACKAGING	.530	.083	.540	6.351	.000

a.   Dependent Variable: buying behaviour

The coefficient table above shows that the simple model that expresses how packaging has a positive effect on buying behaviour. The model is shown mathematically as follows:

$Y = a + Bx$ where y is buying behaviour and X is brand packaging, a is the constant factor and b is the value of the coefficient. From this table therefore, buying behaviour= 10.826 + 0.530packaging. Therefore, for every 100% increase in buying behaviour, packaging contributed 53%.

The above result implies that packaging has a positive significant relationship on buying behaviour i.e. since P value 0.00 is less than 0.05. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between packaging and buying behaviour. The decision would be to reject the null hypothesis (Ho) and accept H1, i.e. there is a significant relationship between packaging and buying behaviour.

Discussions
These findings were gotten from the data analyzed from the questionnaires. The findings are itemized below:

Hypothesis 1
The first hypothesis state that "there is no significant relationship between brand name and buying behaviour" was rejected at brand image is 11.3% i.e. (R square = 0.113). This implies that there is a significant relationship between brand name and buying behaviour, that is, brand name has a positive effect on buying behaviour. However, Moon, Joo and Jeon (2009) cited that there is a significant relationship between brand name and buying behaviour.

Hypothesis 2
The second hypothesis state that "there is no significant relationship between brand value and buying behaviour, it was rejected at 33.5% i.e. (R square = 0.335). This implies that brand value has a significant relationship with buying behaviour. Bloemer, DeRuyter and Peeters (1998) expressed that image does not have a direct positive effect on consumer buying decision and value. Kim, Ma and Kim (2006) inferred that there is a significant relationship between brand value and buying behaviour.

Hypothesis 3
The third hypothesis state that there is no significant relationship between price and buying behaviour can be explained as price is 62% i.e. (R square = 0.062). This implies that price has a significant relationship with buying behaviour. Soni and Verghese (2013) also argued that price has a positive relationship with price.

Hypothesis 4
The fourth hypothesis state that "there is no significant relationship between packaging and buying behaviour, it was rejected at 29.2% i.e. (R square = 0.292). This implies that packaging has a significant relationship with buying behaviour. Matthew, Ogedebe, and Ogedebe (2013) also cited that there is a significant relationship between packaging and buying behaviour.

Conclusion
Brand image is an influential means to cajole new customers by inducing their behaviour with numerous schemes that would make them dedicated to one brand. The focus of brand value creation was on individual goods whereby companies made use of brands to exhibit ownership and take accountability for their goods. This in turn helped customers place and distinguish a firm's goods on sight. At present, brands produce an extensive competition in diverse forms, sizes, functions and features and they are the indispensable capital of the most trades. The market is swamped with new and old brands and the strong point of brand conflict is increasing day by day. In the present day in a competitive market, the inquiry is about the existence and endurance of the company in the market. But the response hinges on companies to stay alive by packaging, design, price, quality,

distribution channel and other means.

In view of this finding, the researchers deem it necessary to make some important recommendations that would be of help to both individuals in business or business firm who are interested in finding solution to the problems of market research. Based on the findings the following recommendations were made.

1. Adequate provision of funds: Adequate fund should be budgeted by players of industry on market research in order to improve the brand image. Such finances when adequately employed would go along why to improve brand image and placed the business environment in a vintage disposition to achieved optimal result and performance and further create sides for the teaming youths.

2. Provision of adequate facilities: The provision of suitable and adequate facilities would enhance the business environment and make it more responsive to the needs of customers. This would also help the business organization to have a close contract with the business environment thus maintaining an enhance business relationship.

3. Allocation of time: Special time for adequate research on brand image should be included in the business lexicon of a business organization and once this is maintained, it will give time to meet potential customers.

4. Development strategies should be placed to enhance staff performance and increase their contribution to the industry. This should come in form of seminars, workshops, symposium syndicate and implement training performances. Furthermore, existing staff should be retained and continuously given orientation and refresher courses in order to cope with the increasing demand for marketing activities vis-à-vis market research in all its form. However, it is therefore hoped that the recommendations presented above will help our business institutions improve tremendously on the disappointing business environment decadence in which business players are being engulfed with.

5. The nature of implementation of marketing research on brand image in most business organization should be properly done and carried out in such a way that it will boost the company sales and also meet the target consumers' needs and wants.

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