

**RELATIONSHIP BETWEEN CONSUMER BEHAVIOUR AND BRANDING IN
SELECTED FAMILY BUSINESSES IN LAGOS STATE**

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Relationship between Consumer Behaviour and Branding In Selected Family Businesses In Lagos State

Submitted for the degree of: **MSc in International Business Management** is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

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Dedication

I will like to dedicate this thesis to my parent whose love, support and encouragement made this easy and possible.

Acknowledgements

I want to give thanks to the almighty God for his grace and mercy during the course of my studies and also my parent for their financial support, prayers in making this thesis a reality.

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Abstract

Relationship between Consumer Behaviour And Branding In Selected Family Businesses In Lagos State

Ajibowu Kehinde Oluwatosin

Consumers are burdened with large quantity of products and brands in the present Nigerian business environment, as result, family businesses are now saddled with the commitment of paying more attention to both consumer behaviour and the brand of their products or services, since branding can significantly increase their market share. This study was aimed at investigative the relationship between branding and consumer behaviour in family businesses. In order to accomplish this aim, the study employed descriptive survey research design which involves the collection of primary data. The primary data were sourced through the administration of online questionnaire to managers of family businesses in Lagos State, and were further analysed using descriptive and inferential statistical method.

The study revealed that a significant relationship ($p = 0.001$) exists between advertisement as a strategy of branding and consumer behaviour in Lagos State; there is a significant relationship ($p = 0.03$) between brand image of family business and consumer behaviour in Lagos State. Furthermore, brand association of family business in Lagos State significantly ($p = 0.014$) influence consumer behaviour, while the relationship between brand equity of family business and consumer behaviour in Lagos State was found to be insignificant ($p = 0.565$). Implying that the investment on the adoption of branding strategies such as advertisement, brand image and brand association by managers of family business may be worthwhile in Lagos State. While on the other hand, in order to enhance brand equity managers of family business in Lagos State need to focus on how to maintain high quality of product and services.

The study recommended that future studies should expand the scope of research to regional and national scale, while taking advantage of a lager sample size in order to increase informed decision-making by family business managers.

Keywords: Brand image, Advertisement, Brand Association, Brand Equity, Family business and Consumer behaviour

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List of Abbreviations

GPD- Gross Domestic Product

SME- Small Medium Enterprises

NASSI- Nigerian Association of Same Scale Industrialists

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CHAPTER ONE

1 Overview

Information provided in this chapter is the formation of the research background, the significance of the research, objectives of the research, and organisation of the research. This chapter also constructs the roadmap for the researcher to appraise work from other researchers to determine the cohesiveness and the method for the data collection and findings and also to reach a practical conclusion for the research.

1.1 Background of the Study

A family business or privately-run company is an organization whose proprietorship and the executives may belong to one or more families, and where a particular member of the family takes charge or controls the business while others are being prepped or considered for managing the business in the future (Joseph, 2014).

A family business is practical in the economy of any country; since a fruitful family business can contribute fundamentally to the monetary improvement of the nation (Ylvije and Osomani, 2013); they are principle drivers in business generation, development advancement, rivalry creation and wealth generation for an economy.

Brands are imperative to business owners; Chovanová, Korshunov, and Babčanová (2015) posited that “they fill in as a concentration for purchaser loyalties and in this manner create resources which guarantee future interest and consequently future incomes”, and as a result, they bring soundness to firms (Loken, Ahluwalia, Houston, 2010). Branding was defined by Hislop (2001) as “the way toward making a relationship or an association between an organization's product and enthusiastic impression of the client to produce segregation among rivalry and building devotion among clients; therefore, the management of the brand is an essential component of general business operations (Kotler et al., 2013). Consumer behaviour indicates the outlook concerning experience, ideas, and services of a product (Ashraf, Naeem, and Shahzadi, 2017).

While many scholars have tried to link branding and consumer behaviour in large private and public companies (Ashraf et al., 2017; Zhang, 2015; Chovanová et al., 2015), focus on family businesses with regards to the relationship between branding and consumer behaviour is relatively new. For instance, Wiesner and McDonald (2001) argued that studies concerning family business are a recent phenomenon. Family businesses are characterized by a set of unique features (Wiesner et al., 2014), according to Huang, Soutar & Brown (2002) “family

businesses have limited human, material and financial resources”. As a result of these inadequate assets, it is usually more challenging to invest huge monetary commitment to the general operations of the business talk less of brand management.

McAdam (2002) asserted that “family businesses focus on the allocation of resources to achieve their maximum short-term advantage, which frequently leaves them to respond to external influences as they occur rather than taking a proactive approach”; also, they are more susceptible to changes in consumer behaviour and market dynamics due to their limited control of the market share (McAdam, 2002). Although, now and then, a family business can be more open and adapt to market dynamics than larger organizations (McDonald and Wiesner, 2002) for the reason that they are more close to their consumers.

Branding has been proved to be a major game-changer when trying to increase productivity of a firm. Durmaz and Yaşar (2016) corroborate this by saying that the best way to increase wealth in developing nations is to increase investment in selling brands. Therefore, the importance of branding in business management cannot be overemphasized. It is based on this backdrop that this study seeks to assess the relationships between branding and consumer behaviour in selected family businesses in Lagos, Nigeria. To assess these relationships, the study will involve consultations of several extant works of literatures that are closely related to the work; this would give a strong theoretical and empirical background to drive the conceptualization of the workflow. The study will further adopt the descriptive research methodology that will involve the constructions of research questions which will translate to concise questions that will be administered to major stakeholders or decision-makers of selected family-based businesses in Lagos State. An online questionnaires based on the Google form platform will be considered for data collection; while collected data will be analysed using both descriptive statistics such as charts and a tabular summary of frequency and percentage of response; and inferential statistics of Chi-square which is a robust non-parametric test. The analysis of the collected data is expected to provide insights on how brand management in family business drives consumer behaviour.

1.2 Aim and Objectives

The study is aimed at examining the relationship between branding and consumer behaviour in family businesses. While the objectives of the research are to:

- a) Assess the impact of advertisement on consumer behaviour in family businesses
- b) Assess the relationship between brand image and consumer behaviour in family businesses
- c) Assess the relevance of brand association to consumer behaviour in family businesses
- d) Assess the impact of brand equity on consumer behaviour in family businesses.

1.3 Statement of the Problem

Every organization is expected to face hurdles of exceptional demands and challenges while maintaining the highest form of productivity and workforce attrition. Family business, in particular, has to deal with challenges such as; lack of control over their business environment, inability to prioritize between business and personal need and limited resources to drive business objectives. Despite playing a major role in the economic growth of a nation, family businesses can be very slow and diminishing. Jocusen (2004) stated that “family businesses can be plagued by high failure rates and poor performance levels”, while past studies have revealed that they are characterized by the estimated failure rate of more than 80% across all industries in developing nations (Okurut et al., 2011). More so, more than 70% of family businesses fall within their first three years (Akingbolu, 2014).

Also, increase in negative trend of market growth has been identified in various firms in Nigeria, because of scarce deployment of firms' assets, and brand management, which is effective to maintain the loyalty of consumers in a dynamic economy such as that of Nigeria (Uchegbulam, Akinyele & Ibidunni, 2015). Uchegbulam et al. (2015) further assert that “the identified problems are peculiar to family businesses as a result of the scale of their economy”.

In addition challenges highlighted, it is imperative to note that in present Nigerian business environment, consumers are beleaguered with the abundance of products and brands (Chovanová et al., 2015), as result, family businesses are now saddled with the responsibility of paying more attention to both consumer behaviour and branding of their products or services since branding can significantly enhance their market share. This is the reason why this study seeks to assess the link between branding activities and strategies with consumer behaviour to enhance decision making for productivity enhancement of family businesses in Lagos, Nigeria, which is characterized by high economic dynamics.

1.4 Research Questions

The research questions are constructed from the aim of the study, which is focused on the assessment of the relationship between branding and consumer behaviour in family businesses; therefore, the study will provide answers to the following research questions:

- a) How does advertisement affect consumer behaviour in family businesses?
- b) How does brand image affect the behaviour of consumers in family businesses?
- c) How does brand association influence consumer behaviour in family businesses?
- d) What is the influence of brand equity on consumer behaviour in family businesses?

1.5 Research Hypotheses

The following research hypotheses will be tested in the study:

H₀: there is no significant relationship between advertisement affect consumer behaviour in family businesses

H₁: there is a significant relationship between advertisement affect consumer behaviour in family businesses

H₀: there is no significant relationship between brand image and behaviour of consumers in family businesses

H₂: there is a significant relationship between the brand image and behaviour of consumers in family businesses

H₀: there is no significant relationship between brand association and consumer behaviour in family businesses

H₃: there is a significant relationship between the brand association and consumer behaviour in family businesses

H₀: there is no significant relationship between brand equity and consumer behaviour in family businesses

H₄: there is a significant relationship between the brand equity and consumer behaviour in family businesses

1.6 Significance of the Study

Today's organizations need to tackle the problems of vigorous and ambiguous milieus to be successful. They must pay attention to branding and consumer behaviour to comprehend the dynamics of their competitive systems and the factors that lead to those changes (Papulova and Papulova, 2006).

Chovanová et al. (2015) opined that "the expediency of the management of brand which is an essential share of all-inclusive promotion strategy is more significant than it ever was"; they further highlighted that in order to adaptably satisfy the cravings and demands of their consumers, it is very imperative that business owners pay ultimate attention to their brand, as well as paying attention to their consumers continuously (Chovanová et al., 2015).

Branding as emerged as an expedient element of the general business strategy, being a means of intensifying business opportunities (Singh, 2013). Family businesses have not given due devotion to enhancing their operational tactics; as a result of being confined in running; besides, to sustain their attractiveness, it is apparent that they must standardize their resources, methods and productivity concerning the preeminent in their business (Rajesh, 2008). There is consequently a necessity for instituting a structure that will assist in quantifying and maintaining competitiveness through the application of an all-inclusive methodology (Rajesh, 2008), such as brand management.

Furthermore, to guarantee continued existence, family businesses in an extremely competitive atmosphere such as that found in Nigeria, family businesses need to acquire insights on a way to level up over contention groups or competitors and overcome today's aggressive market forces and volatility with the aid of presenting first-rate services, extraordinary product capabilities and well-packaged cost adding services that fulfil consumer need at low-priced costs (Uchegbulam et al., 2015).

The expediencies of loyal consumers have been highlighted in extant literature (Khan, Nadir and Mukhtar, 2016), this is because, this set of consumers is capable of spending more, buying more regularly, more interested in knowing about a product, less susceptible to competitors' promotions and are more likely to recommend a product or services (Khan et al., 2016). As a result, strengthened positive relationship between brand and consumers is very useful in enhancing the productivity of family businesses.

Besides, it has been established that the choice-making process for acquisitions can be very dynamic and vary based on the product type and its brand (Jahng, Jain & Ramamurthy, 2000). Hence, assessing their relationship can ease the decision-making process of managers when saddled to introduce products.

The outcome of this study is expected to hence the operational strategies of family businesses from formulation to the implementation; through the provision of baseline information for choosing appropriate branding strategies that drive positive consumer behaviour. Furthermore, the gap in the literature and limited research of family businesses in Nigeria is expected to be bridged by the outcome of this research. This study will assist business owners to have a clearer understanding of branding strategies that most family based firms have ignored in the past through the provision of better knowledge on the most adoptable ones.

CHAPTER TWO

LITERATURE REVIEW

2 Introduction

The importance of a literature review in any scientific works cannot be overstated since every research is instituted on obtainable knowledge. This involves the critical appraisal of published and unpublished materials that are relevant to research problems that are to be examined. This section presents a review of relevant literature on the relationship between family business branding and consumer behaviour. Here, an attempt to present an overview of the concept of family business and branding, relevant theoretical frameworks which draw on the brand-loyalty model, empirical frameworks, which put into consideration the contributions of closely past related studies and a conceptual framework was designed based on the understanding of what has been done with what is expected of the present study.

Various attempts have been made to study past related works that relate to branding and family businesses, there has been significant growth in the number of published documentation on the subject as identified by Astrachan et al. (2018). Who unravelled that about the reputation and brand image of a family business, Sageder, Mitter, and Feldbauer-Durstmüller (2016) appraised seventy-three published works and came up with the conclusions that existing literature reviews on family business are focused on either, the influence of family on the brand of family businesses, or focused on the actionable steps that have been adopted to establish a unique family business, or focused on the concerns of being perceived as a family business by the outside world. Astrachan et al. (2018) further reveal that Beck (2016) scrutinized 41 journals in footings of the ‘potential consequences of being a family firm on internal organizational processes, and stakeholders’ external perception’. Beck (2016) work lures on organizational identity theory and frame-worked a spacious set of interesting queries that were meant for further investigations. According to Astrachan et al. (2018), the work of Sageder, Mitter, and Feldbauer-Durstmüller (2016), and Beck (2016) fused the exertions of earlier investigations and delivered a foundation to advance the appreciativeness of branding and its process in the family business. Though, neither journal was vibrant on those things establishes a family firm brand nor were they able to present a combination of understanding that socio scientists have gathered on the branding of family businesses.

To further address this, the gap in literature Astrachan et al. (2018) reviewed 91 published works and as a result, delivered elucidation and codification of branding jargon in the family business to evade misperceptions. They also established a multi-dimensional, encircling, and suitable meaning to branding in family firms, as well as proposed an outline that permits additional methodical investigation of the family firm brand as a phenomenon.

Despite the numerous investigation on the branding of the family business, there is a gap on how family business branding influences the behaviour of consumers in Nigeria, which is why the chapter has been dedicated to investigating past close related works because of gaining insights concerning the relationship between consumer behaviour and branding in a selected family business in Lagos State.

2.1 Family Businesses

A family-owned business is measured by the reality that someone or a family is involved within the ownership, control, and administration of commerce.

A family-owned business is the oldest form of commercial enterprise (Pradhan and Ranajee, 2012). The oldest family-owned business, Kongo Gumi, which is a Japanese construction company, founded in 578 AD, is presently being managed by her 40th generation, and still operational (Hutcheson, 2007). Wal-Mart is another family business that has not only ensured the creation of values but has also lasted for many generations.

Ingalsuo (2014) asserted that there is still much that has not been revealed about family business since numerous studies have not been conducted with regards to family businesses. Although it has undergone drastic advancement; the study of family is still believed to be in its early stages (Ingalsuo, 2014). According to Elo-Pärssinen & Talvitie (2010), the family business as a concept embraces different kinds of business, whether being a lesser Small to Medium Scale Enterprise (SME) to being a large company.

Family businesses' specific characteristics have been identified with the word "familiness," meaning the long term relationships between an owner's family and a business' resources and capabilities. Kontinen (2011) described familiness as the "involvement of the family system and its uniqueness, on the specific bundle of resources a particular company has". This is can be considered as a Unique Selling Point (USP) of a family business. Zwilling (2020) describes the reasons why every new business must start with a USP on an online newsletter of Inc., where he fostered that USP is both important for both consumers as well as investors because USP gives the avenue to explicitly fragmentize the target market, the unique solutions to be offered, the available consumers and the team to build the business. In the case of the family business, there is a constant loop connecting the family system and the business resources.

The USP of a family business has also been used for defining what a family business is, for instance, some researchers claimed that the uniqueness of a family business is not solely on the fact that it is owned or managed by family members, but that a family business is unique based on how its ownership model, its authority, and its management of succession impacts the purposes, tactics, organization, and the approach by which it is articulated, planned and executed as professional operations (Chua et al., 1999; Mandl, 2008, Ramadani and Hoy, 2015).

Family Businesses have been defined by numerous authors (Wiesner and McDonald 2001), with differences across nations and industrial segments (Atkins & Lowe 1996). There is no harmony in the size distribution for describing family businesses amongst countries even in the interior of the same country there could be disagreement in the means of describing the size of family businesses (Akojede, 2015).

Commonly, employee population (size), the form of ownership, degree of independence, the complexity of managerial processes, use of business planning, turnover rates, and asset value have been integrated into the criteria for describing a family business (Atkins & Lowe, 1996)

The Australian Bureau of Statistics (ABS) describes small manufacturing enterprises as those having between 20-100 employees while medium-sized enterprises possess between 101-200 staff (ABS, 1990). Wiesner, Banham & Poole (2014) by supporting the paradigm of the ABS, have adopted the fact that workforce within the range of 20 to 200 staff is being attributed to family businesses as a result of the fact that organization with workforce lesser than 20 staff in extent would be less likely to be affected by issues of change management to an equal extent that businesses in the range of 20 to 200 staff would be facing (Wiesner et al., 2014).

The function of family businesses as a medium for financial expansion and enlargement has been well recognized in the economic-based writings and documented in most nations (Akojede, 2015). For instance, not less than 98 percent of all the industrial inventiveness relates to the family business subdivision as well as constitute a large portion of the labor force, in many of the recently built-up nations (Akojede, 2015).

2.2 Characteristics of Family Business

According to Pradhan and Ranajee (2012) “Aside from that family-owned businesses are controlled by a particular person or family, they are usually involved with some well-structured connections of roles, and are usually under close monitoring and bearing of the family, and the administrative members of the organization are usually drawn from the family its self”. Besides, the formulation and implementation of strategies in the family business are not different from other types of organizations (Chua et al., 2003); and they enjoy benefits over other businesses in terms of enthusiasm, funding, and human capital.

2.2.1 Challenges of Family Business

According to an article published on Invest Northern Ireland (2020) shows that the profitability of a family business can be hindered by lack of technical know-how, or lack of experience, in the case that one of the family members that does not have the required skills or training to run the business is appointed, which could lead to a nerve-racking environment. Also, conflict among family members could be transferred to the business, leading to the destabilization of the business’s operations, favouritism could also outcrop in a family business; where a person is

promoted based on personal reasons and not based on performance, in addition, family businesses could be hindered by the inability to objectively decide the succour of the business. Ramadani and Hoy (2015) further explained that is quite unlikely that family members at some point will not transfer family emotion into the family business, and that it is very likely that an older member of the family who had managed the business for a long time, will find it difficult to accept that a younger family member would do better.

According to Ramadani and Hoy (2015), “simultaneous roles, identity feeling, long history, emotional involvement and confusion, specific vocabulary, knowing each-other and shared privacy and the importance of family business” are some other features that are unique to the family business, as side the benefits and shortcomings.

Pradhan and Ranajee (2012) further highlighted that family businesses are characterized by elements such as “succession, ownership and control, goal, risk-taking propensity, and human resources”. Succession is the establishment of efficient ethical means of carrying on the business as explained by Adams et al. (2002). These ethics include “efficacy of family squads, optimistic customer awareness of family proprietorship, the readiness of family fellows to ransom for the organization, and reliance amongst family fellows” (Pradhan and Ranajee (2012). Succession, according to Corbatta and Salvato (2004), constitutes “an impetus for the unknown; although Fager and McKinney (2007) claim that where successor’s main concerns are debt and tax problems, the successor should not be supposed to run affairs as efficiently as the proprietor.

The ownership and control element of the family business involves the ways by which the goals of the family business are aligned with its purpose with regards to administration.

Pieper et al. (2008) note that businesses with reasonably high target commitment were less apt to have an executive board, while businesses without the need for a panel and with comparatively low target alignment have fewer family members within the senior management committee. In the family-owned business, the short-term financial profit is seen as not been as important as the long-term success of the business, which significantly affects how the business is controlled.

The risk-taking propensity element of the family business does not tally with those of management-controlled organization (Pradhan and Ranajee, 2012). This is because family business is more likely to pursue short-term growth and establishing an optimized present value of the organization net worth, unlike management-control business, where the board of decision-makers is more likely to take a minor risk to optimize their job security and reimbursement (Pradhan and Ranajee, 2012).

The human resources element of a family business is similar to that of management-controlled businesses because the involvement of employees in every business is expedient in the

profitability of the business. Pradhan and Ranajee (2012) unravelled “that family-owned company frequently begin small with conventional authoritarianism focused on face-to-face deference between employees and employers; Owner-manager’s day-to-day presence includes personal interaction with staff, a lack of advanced management techniques, lack of formal processes and work-related processes.

Nevertheless, as the family business becomes larger in size, it becomes difficult to maintain a conventional paternalistic approach and as a result the owner-manager turns to a more advanced paternalism in which there are management structures that are above average remuneration, training and emotional intelligence processes”. In terms of control, the connections amid family and business purposes, and the family and the administrative team, also turn out to be more complex as the business matures; relatively for the reason that there is merely a restricted number of family proprietors to act as administrators and not the whole of them will be adequately skilled or inspired to execute excellently (Breton-Miller et al., 2004), including the fact that family dynamics may hinder productivity (Schulze et al., 2003).

Regardless of the absence of Human Resources training, family-based firms might possess enhanced connections amid superior executives and employees, principally with regard to job fulfilment, employee trustworthiness, staff revenue, and many others. The Institute for Family Businesses pinpoints this as ‘people capital’ and their investigation of the “Workplace Employment Relations Survey” specifies that such procedures do certainly seem to be sophisticated in family-based firms than non-family (Bacon et al., 2013). This employee rapport is reasoned to originate after the equivalent approaches that oversee business purposes more extensively.

Braidford et al (2014) further pinpoint that “long-standing sustainability necessitates holding well-trained staff who accept the business, and feel a sense of engagement or ‘ownership’, sharing the objectives (and successes) of the family – indeed, almost as an extension of the family itself”. This necessitates the family proprietors to recruit cautiously, to ensure that the employees apt in with the squad and the philosophy of the business, as well as to ensure that the staff are treated well in order to underpin these standards (Miller and Le Breton-Miller, 2005). “...*This, for instance, may include, a larger obligation to training, a stronger tendency to retain employees during a downturn, higher wages or long-term non-pecuniary benefits such as health insurance, and a smaller salary gap between employees and owner-managers.*” as stated by Miller and Le Breton-Miller (2005) in comparison with non-family businesses.

2.3 Branding in Family Business

American Marketing Association has described a “brand as a word, logo, name, emblem, or design or a combination of all, designed to identify the seller’s goods or services and to

distinguish them from several other rivals” (Clifton, 2009). Pohjola (2016) stated that a brand is a “symbol with great potential, which can be articulated in many diverse ways”.

A family company brand enables family-owned firms to exploit a powerful unconventional asset; which is the company’s family identity (Craig, Dibrell & Davis, 2008; Zellweger, Eddleston, & Kellermanns, 2010). Also, a family brand might be regarded as spellbinding due to the unique/[.0 history of the family business, its heritage, and the family members who have epitomized family and organization principle over time, propagated in narratives preserved in the minds of clientele staff and other shareholders (Blombäck, 2011; Krappe, Goutas, & Von Schlippe, 2011).

Concerning family-based business brand, Astrachan et al. (2018) averred that researchers have unconsciously caused a lot of misperceptions in the definition of the family-based business brand; because of the ways, these researchers have employed various expressions to the meaning of branding in family businesses, even though all the diverse expressions may have the same meaning. Astrachan et al. (2018) further posited that the nonexistence of a cohesive definition leads to an expedient bottleneck in the advancement of the field of study, which further leads to varied comprehension, measurement, and operationalization of the family-based firm brand.

That it may, there are about three views identified in the literature for institutionalizing the brand of a family business. These include “the identity view of the family business brand”, “the image view of the family business brand” and “the reputation view of the family business brand”. The focus of the identity view is based on what is being perceived by the business’s proprietor to be true about their firm, which are the features that they believe to be unique to them. According to Brown et al. (2006), identity view defines the “mental association about the firm as being perceived by the firm’s team”; it also clarifies the characteristics of the firm, that internal shareholders regard to be the most fundamental, typical and persistent about the organization; which may be considered to be as the kernel of the organization (Zavyalova, Pfarrer, & Reger, 2017).

The image view focus on the definition of branding in family-based business is of if and how the firm proprietors and administrators decide to expose the family nature of their firm to shareholders within and without the business (Astrachan et al., 2018). Brown et al. (2006) describe the firm brand image as incorporating the perceptual connotations that executive members want others to hold or consider about the firm. It is an anticipated state of discernment about the business and its contributions that the firm intends to inspire through its formally maintained corporate communication, and informally conversed gestures; for instance, employee conduct, consumer service, corporate social responsibilities, and many others (Dutton & Dukerich, 1991; Gioia, Schultz & Corley, 2000).

While reputation view focus on the definition of branding in family-based business is based on the exceptional discernments that peripheral investors understand as the distinguishing elements for the family organization in the marketplace and other segments of the business world (Astrachan et al., 2018). Brown et al. (2006) further describe reputation as the “mental associations about the firm that is being held by actors outside the firm’s sphere”, in addition to this, a family business brand based on reputation is defined as the public’s long-standing, established valuation of the firms’ dynamic behaviour (Berens & Van Riel, 2004). Which is the totality of tangible opinions and connotations that is being believed by the establishment’s varied constituencies, subjective to a multiplicity of sources (for instance, competitors, and media) that cannot be entirely organized by the business (Brown et al., 2006). A discrete family-based business reputation is the outcome of choosing, establishing, and deducing the significance of data about family proprietorship by diverse shareholders (Beck & Prügl, 2015; Botero, 2014; Dessi et al., 2014; Eskine & Locander, 2014; Hauswald & Hack, 2013; Kahlert, Botero, & Prügl 2017; Lude & Prügl, 2016).

In summary Astrachan et al. (2018) defined the brand of a family-based business brand systematically as *“the formal and informal communication (image) of the family element of firm essence (identity), which includes the family’s involvement in a firm, and which lead to associations and expectations in the mind of stakeholders (reputation) that help differentiate these firms from others in the marketplace and other venues”*.

2.4 Categories of Branding Strategies

A brand is an idiosyncratic designation and mark that recognizes the products and services of a business and distinguish them from the business or firm’s competitors (Ashraf et al., 2017). Pohjola (2016) expatiated that in order to understand what brand strategy is, there is a need to understand the business strategy, “which is central to the business inspirational features that are made up of firm’s vision, mission, and ambitions that underpin the long-term perception of the business” (Pohjola, 2016). Branding strategies were grouped into “brand association, brand image, brand equity, and advertisement” by Ashraf et al. (2017), and are summarized below:

2.4.1 Brand Association

The brand association entails product and services characteristics and customer reimbursement which enhances the purchasing attitude of consumers. Keller et al. (2011) asserted that brand association could be subdivided into three major groups, which include benefits, attributes, and attitudes.

2.4.2 Brand Image

Brand image is conceptualized as the consumers’ emotional discernment towards a particular brand (Malhotra, 2008). It is a rationalization of a firm’s offer that entails a figurative connotation attached to consumers through precise remuneration.

No specific definition has been established for the brand image; however, it has been defined based on four perspectives, including broad definitions, meanings, and communications, appearance and cognitive or emotional components (Dobni and Zinkhan, 1990).

2.4.3 *Brand Equity*

Brand equity correlates with brand loyalty, which results in the dedication of consumers to a particular brand as a result of positive feelings towards a brand despite being tempted to purchase from other brands. Brand loyalty implies a brand has a firm spot in the market and there is a very minute chance of consumers switching to another brand, while their willingness to purchase from the brand increases (Ashraf et al., 2017).

2.4.4 *Advertisement*

Fatima and Lodhi (2015) defined advertisement as a creative endeavour that shapes the consumer's motivation in order to purchase a peculiar product as well as to alter or construct the discernment of the product in the psyche of the patrons. Advertisement petition functions as a purveyor that arouses the psychological intention of the purchaser for buying.

2.4.5 *Other Branding Strategies*

ITO (2006) further presented some other selectable essential branding strategies that could be adopted by brand managers of a firm. These include; new branding, multiple branding, line branding, and extension branding. The new branding is the act of creating a novel brand identity each time a new product is launched. Durmaz and Yaşar (2016) categorized the new branding as the uncertain and least cheap since every new name comes at a cost, out of these essential branding strategies. On the other hand, new branding comes with some benefits, for instance, it is known to increase profits, since a business can compete with smaller businesses having lesser prize and worth without jeopardizing its main brand (Pride and Ferrell, 2000). The line extension branding strategy is reported to be mostly adopted by brand managers because it encourages the need for the creation of divergences and novelties, can build a stronger brand image as well as amplify the volumetric extent of brands (Durmaz and Yaşar, 2016). In the line extension strategy of branding, the name of a brand is maintained, while there is a creation of a variety of same products thereby extending consumers' capacity and renewals of product that hinders the chance of competitors (ITO, 2006).

According to Pride (2000), the strategy of multiple branding entails the development of numerous produces within the scope of a particular category of product. Durmaz and Yaşar (2016) asserted that a lot of businesses adopt the strategy to occupy various scope of the market. This can be achieved either by creating multiple brands for corresponding services or by creating multiple services for a single brand. This is widely adopted in the automobile industry (Mucuk, 2001). While the strategy of brand extension is simply done through initiating a new

product with a strong and established brand name (Durmaz and Yaşar, 2016). According to (Ekdi, 2005) “this branding strategy can be in the form of horizontal branding, which is giving the brand name to a product of unique categories or vertical branding which involving adoption a brand name for products of similar categories, as found in the mobile phone industry”. A major setback for this method is that an inappropriate or careless brand extension can lead to negative feedback (Ar, 2007).

2.5 Customer Behaviour

Zhang (2015) posited that a good number of researchers have used customer satisfaction and customer loyalty as consumer behavioural variables. Customer satisfaction is simply referred to as customers’ universal appraisal of the by and large shopping understanding of some definite services or products as posited by Fornell (1992). Consumer performance-related anticipation and prospect conclusive establishment are the sole signals of the satisfaction of the customer (Oliver, 1980). Particularly, once the product recital supersedes anticipation, the satisfaction of customer raises; however, if anticipation does not exceed the productivity of the product, customer satisfaction is bound to decrease. Given that product performance is a significant constituent of brand image, firms might identify the possible impact of brand on consumer gratification through the identification of the awareness differentiation in the direction of a brand linking the standing consumers and pseudo-users of the trademark (Zhang, 2015).

2.6 Theoretical Framework

The study adopts the brand-loyalty theory in order to access how consumer behaviour relates to branding in family businesses.

2.6.1 Brand-Loyalty Theory

The brand-loyalty theory endeavours to map the association between the brand of an organization or business with the psychology of the consumers of the firm. Brand loyalty transmits a brand’s social and emotional commitment (Wellan and Ehremberg, 1988). It shows a customer’s degree of fidelity to a brand and indicates repetitious questions over with a positive outlook (Aaker, 1991). Aaker believes that when the personality of the consumer is reflected in some degree on the brand itself, brand loyalty emerges. Some researchers, however, say that buyer’s loyalty is most often attributed to the brand’s favourable disposition or the competitive product differentiation rates (Dick and Basu, 1994).

As per Aaker (1991), to all those who genuinely perpetrate to a brand, brand loyalty can illustrate the distinction between a regular buyer as well as the impressed purchaser. On this basis, he indicates that brand loyalty demonstrates a customer’s probability of moving to another brand, especially whenever the brand introduces a change to any component of its promotional mix scheme as well as its price, product, placement, and promotion (Aaker, 1991). Nenadal (2015) and Lau and Lee (2000) indicate that loyalty is a purchasing goal action and

recommends that others should do the same. According to Assael (1998), there are many constraints in pinpointing consumer's loyalty, utilizing psychological approaches; first, it will result in prejudice to measure consumer loyalty with previous conceptions. Secondly, the purchasing choice of consumers will not always lead to change in their attitudes. Thirdly, customer loyalty is indeed a multifaceted paradigm, rather than a part of the past.

There are four phases of loyalty centred on sociological and cognitive strategy, according to Dharmmesta (1999). The four phases are allegiance to the intelligence, love, co-native, and actions. The allegiance to intelligence stage is based on evidence attempting to point to a single product. Brand loyalty takes place only based on allegiance to intelligence. The second stage is the love stage, which is grounded on belief. Love-based loyalty is a consequence of pre-consumption aspirations and past attitudes plus a sense of satisfaction from the time of consumption (Setyawan and Imronudin, 2015). Conative in the third phase demonstrates an inclination or commitment to do something in some direction. Conative loyalty involves a strong customer dedicated to acquiring the product, while the action phase of brand loyalty connotes the step to make a purchase.

2.7 Empirical Framework

There have been numerous studies on the relationship between branding and the behaviour of consumers. For instance, Craig et al. (2007) unravelled that promoting the brand image of a family-based business can affect enhance the productivity of SMEs, while Timmers (2008) pinpoints that proliferating the brand image of a family business can influence the performance of the business. Micelotta and Raynard (2011) family-based business can use their family identity as a competitive advantage over non-family firms. Presas et al (2010) in their study on family-based business and tourism states that family business brand is related to corporate brand factors.

Chovanová et al. (2015) assessed how branding strategies influence consumers with regards to their purchasing strength of a product as well as the process of making decisions to purchase. Their study unravelled that the purchase of branded products, as well as the fondness of brand origin is related to the age of customers; but the study was not focused on family-based business. Fatima and Lodhi (2015) investigated how branding strategy such as advertisement affects the buying behaviour of 200 respondents who use various cosmetics products while instituting awareness and enhancing their perception. The study adopts both correlation and regression analysis and revealed that advertisement is expedient in instituting awareness, and could guarantee a positive perception of the consumers. Nevertheless, Fatima and Lodhi (2015) revealed a positive connection between consumer awareness and perception; and served as a decision support tool for the management of cosmetics product. However, this study was not based on the family business.

Also, Khan et al. (2016) assessed the relationship between branding variables such as price, product quality, country of origin, family and friends and status symbol; and consumer behaviour using multiple regression analysis. The study revealed that the most noteworthy feature that motivates the purchaser about their decision to purchase is branding. But, the study was focused on the opinion of the general public based on the random selection of 150 respondents. While Ashraf et al. (2017) further examined the influence of consumer purchasing behaviour on several branding variables such as brand loyalty, brand association, brand image, and advertisement based on the footwear industry. The study revealed that the variables have positive interrelations, but had low correlation when compared spatially, from one location to another. While Astrachan et al. (2018) attempted to use a system approach in defining a family-based business brand. They offered a multi-dimensional based conceptualized framework of the family business brand that materializes from preceding investigation and their own opinions of real family business branding conducts.

2.8 Conceptual Framework

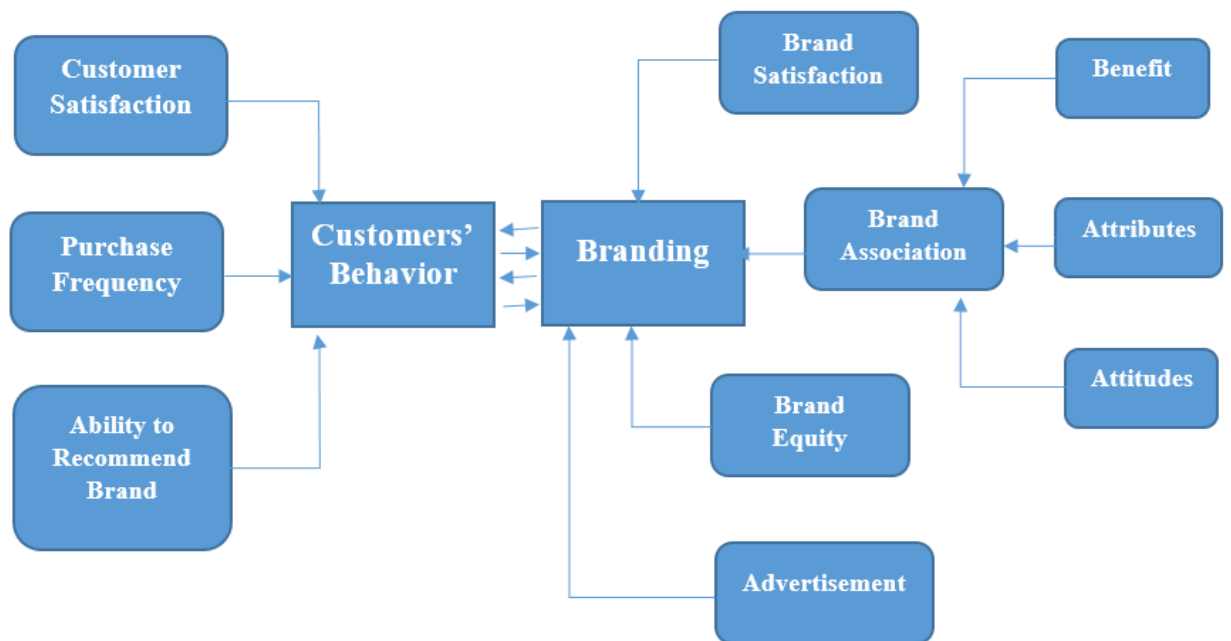


Figure 1. Conceptualized relationship between Branding and Customers' Behaviours in Family Businesses

The conceptual framework adopted for the study is established on the fact that an association exists between consumer behaviour and branding (figure 1). However, for the present study, customers' behaviour will be assessed in the form of customers' satisfaction from purchase, their attitude toward purchases, and their ability to recommend the product to other people. On the other hand, the brand association which is a result of benefit attribute and attitude, brand equity, brand satisfaction, and advertisement will be used to assess branding in selected family businesses in Lagos State.

2.9 Conclusion

This review is aimed at providing a general overview of the topic "relationship between consumer behaviour and branding in selected family businesses in Lagos State". Having established the problems associated with running a family business in Nigeria, it was established that paying attention to the relationship between branding and consumer behaviour could further inform enhanced decision-making, which generally increases the purchasing power of consumers. The reviews unravelled that there had been a lot of study on family business, but there was no unified agreement on how to define a family business. It was also unravelled that the study on branding in family-based business lacks progress because of the lack of a central definition of a family business brand; although the systematic definition has been recently attempted by researchers, by combining, the brand image, reputation, and identity focus. Concerning the relationship between branding and consumer behaviour, it was unravelled that very little has been done, since just a few similar studies have been conducted in some countries and industries other than in Nigeria, nor are they focused solely on family businesses. Hence, studying further on the topic would not only fill this gap in the literature but also further create an enabling sphere for the progression of studies on the family business.

CHAPTER THREE

RESEARCH METHODOLOGY AND DESIGN

3 Overview

This chapter presents a synopsis of how the research questions established for the research are intended to be answered. Various extant work literatures was consulted in order to have a general understanding of how similar studies were conducted to solve the research problem, which informed the selection of the methodology that will be adopted. A cautious consideration of these researches unraveled that, the relationship between consumer behavior and branding in the family business was tackled using the descriptive research method based on quantitative design of the as found in the work of Ashraf et al. (2017), Fatima and Lodhi (2015), Maheshwari et al. (2016), Kumar & Raju (2013), Ha et al. (2011), Nigam and Kaushik (2011) and Chen and Chang (2008). Therefore, the argument of the pattern of the study and how data collection, result analysis and interpretation of results will be conducted are discussed in this chapter.

3.1 Research Paradigm and Overall Approach

This study seeks to understand how consumer behaviour and branding relates to the scope of family businesses in Lagos State. Since consumer behaviour and branding can be measured quantitatively and insight as to how the related could be assessed through reasoning, the positivist paradigm was considered for the study.

The positivist paradigm, that is grounded in physical discipline, which is known to be both a technical and a systematized research technique (Research Methodology, 2019) will be adopted for this study; because the study will rely solely on quantitative observable data that will be derived for the administration of an online questionnaire.

The paradigm of positivism characterized by the epistemology of objectivism is a pedagogical philosophy under quantitative research in which all-natural science strategies are used to explore social science (Crotty, 1998, p8-9). The methodological philosophy is “an articulated, theoretically informed approach for the production of data” (Ellen, 1984, p. 9) and “is pertained to the dialogue of how a particular quantity of investigation ought to be undertaken” (Grix, 2004, p.32). In this way, a reasonable understanding of the circumstances will require an estimate to be upheld by proof. (Hammersley, 2013, p22-23).

Because of the use of the trial structure, the association between at least one response variable and an autonomous factor will be clarified by causal derivations and finally dictated by the way

the scientist uses the impact of the autonomous variable on the response variable (Cohen, Manion and Marison, 2011).

This depicts that results given by the positivist analyst may have a higher level of value in standard as far as unwavering quality and legitimacy (Cohen et al., 2007), and consequently can be received in summing up a huge size of the population (Johnson and Onwuegbuzie, 2004). A positivism way to deal with this study considers the world as being founded on all-inclusive law which is unaltered and subsequently arrives at the resolution that everything that happens can be clarified by perception and recording occasions around us in a deliberate manner to work out the basic rule that made the occasion happen (Research Methodology, 2019). In this regard, by analysing the data that will be generated from the survey, patterns and association will help validate that the hypothesis formulated for the study.

By utilizing a positivist worldview approach, the researcher will utilize a deductive methodology in assessing the relationship between branding and consumer behaviour. According to Wilson (2010), a “deductive methodology comprises building up a suspicion which depends on speculations that are present and testing the supposition by utilizing research plans”. Wilson (2010) further posits “that deductive methodology includes inferring results for the premises, in this manner, if the premises are acknowledged, the conclusion should no doubt be acknowledged”. Pelissier (2008) posited that “the deductive methodology utilizes a thinking procedure that moves from general to explicit while inductive methodology works the contrary way”. In this regards, a suitable research sample size from the total pollution of family businesses will be adopted, since it will be impossible access the whole population of family businesses in Lagos State; while inferences will be deducted from the analysis of this sample size will generally serve as insight for planning and decision making.

Positivist paradigm has been popularly adopted in family business research involving the relationship between branding and consumer behaviour, for instance, authors such as Sarwar et al. (2014); Chovanová et al. (2015); Khan et al. (2016) and Ashraf et al. (2017) adopted the quantitative research surveys for their research.

The general strategy of the research that will be adopted in order to achieve the aim of the study is presented in this section. This entails the research design that will be adopted, the outlook of the population to be considered, the technique of sample selection and the estimation of the size, how data will be collected and analysed, and ethical considerations.

3.2 Research Design

The scheme to be implemented in executing the research will be the descriptive survey research method based on quantitative design, which will be designed to access the relationship between branding and consumer behaviour in selected family businesses. Boyd (2007) asserted that “descriptive surveys ensure complete description of a study and ensures that there is minimum

bias during the collection of data and reduce errors when interpreting the collected data”. According to Fox and Bayat (2007), “it is an effective to analyse non-quantified topics and issues”. It also enhances the possibility to observe the phenomenon in a completely natural and unchanged natural environment. Similarly, the opportunity to integrate the qualitative and quantitative methods of data collection is enriched (Fox and Bayat, 2007) by the descriptive survey design.

3.3 Method of Data Collection

Population in statistics is simply a set of entities that statistical inferences are to be drawn, often based on a sample that will be taken from the population (Asiamah et al., 2017). Since this research is saddled with unravelling general claims about the relationship between branding and consumer behaviour in selected family trades. Then the statistical population of this study entails all the family trades in Lagos State. Since it is beyond the scope of this study to engage the entire statistical population in this case and many others, because of constraints of time, constraints of spatial accessibility, and limited resources made available to the researcher, a statistical sample from the population to be investigated; in order to attempt to gain insight about the population as a whole will be chosen.

Sampling is simply the procedure of indicating a representative slice of the total population; it is a fundamental portion of research methodology, that encompasses choosing a subset of individuals, measures, activities or other elements with which to conduct a study (Creswell, 2003). The random sampling procedure will be adopted for this research and it will involve the selection of family businesses from the population of family businesses in Lagos State, in such a way that each sampled family enterprise will have an equal and autonomous opportunity of being selected.

3.4 Source of Data

The means of collecting data that will be implemented for this study will be an online questionnaire. An online questionnaire is a web or mobile based inquiry instruments that consist of a series of queries and others elements, for the purpose of gathering primary data from respondents, in this case of this study, the management staff of family businesses in Lagos State.

Both close-ended and open-ended questions will be used for the purpose of collecting primary data in order to minimize the role of delusion and permits easier tabulation. Some of the

questions will be scaled with a five-point Likert scale, with 1, 2, 3, 4 and 5 scoring strongly disagree, disagree, undecided, agree and strongly agree correspondingly. This is because Likert scale is better structured than “Yes or No”. It is more encircling and it allows for diverse degrees of taking or otherwise from respondents.

The link to the online questionnaires that will be structured for this study will be distributed to at least 60 respondents. The online questionnaire will have at least two sections, i.e A and B; section A consists of the personal data of the respondent. It will have requirements for sex, age group, educational background, and role in the enterprise. Section B will consist of items systematically structured to assess the relationship between consumer behaviour and branding, with regard to the stated research questions.

3.5 Nature of data

With the aim to achieve the research objectives that were presented for the study, the data to be gather through the adoption of online questionnaire, this will be setup to provide responses to the research questions that the study intends to answer. In conjecturing a thought of the kind of queries to pose, the research questions formulated for the study are presented below:

- i. How does advertisement affect consumer behaviour in family businesses?
- ii. How does brand image affect the behaviour of consumers in family businesses?
- iii. How does brand association influence consumer behaviour in family businesses?
- iv. What is the influence of brand equity on consumer behaviour in family businesses?

All the research questions above will be answered from analysis of data that will be derived from the online survey that will be administered to the management staff of family businesses in Lagos State. Some sample questions that might be chosen to be asked includes:

1. Does your family business have any distinctive brand?
2. Do you believe that your business brand affects the ability of your consumers to make more patronage?
3. What industry does your family business belong to?
4. What do you think motivates your consumer the most?
5. In your opinion, what is the level of your consumer satisfaction and loyalty in last 6 months?
6. Do you think marketing campaigns can greatly influence the loyalty of consumers in Lagos State?

7. High investment on advertisement is mandatory in order to influence how consumers feel about family business
8. The combination of beliefs, ideas, and impressions of consumers about the tradition and history of family business is not important in formulating productivity strategy of family business in Lagos State
9. Familiarity with the brand of a family business is an essential factor when managers intend to enhance the purchase decision of the consumers residing in Lagos State.
10. Consumer trust, value and future purchase is associated with the family business' capability to make product and service memorable, recognizable and reliable

A portion of these inquiries will be pursued with alternatives for the respondent to pick from, which will involve closed and open case questions, where the respondents should choose the appropriate responses from the choices gave in the inquiry.

3.6 Hypotheses Development

Mourougan and Sethuraman (2017) asserted that “a research hypothesis is a statement created by a scientist when speculating the result of an experiment or a research”. After consulting the preceding literature, the research questions designed for the purpose of achieving the four objectives of the study presented in chapter one of this dissertation. Firstly, concerning the relationship between advertisement and branding of a family business. Fatima and Lodhi (2015) revealed a positive connection between consumer awareness and perception; and served as a decision support tool for management of cosmetics product. While other works presented by Maheshwari et al. (2016), Kumar & Raju (2013); and Ha et al. (2011) further established the relationship between advertisement as a branding strategy and consumer behaviour. To achieve the first objective, the research question has been formed:

Research Question (RQ₁): Is there any relationship between advertisement and consumer behaviour in family businesses?

The first hypothesis was developed in order to ascertain to what extent advertisement affect consumer behaviour presented as:

Research Hypothesis (H₁): There is no significant relationship between advertisement and consumer behaviour in family businesses

The second objective is to determine the relationship between brand image and consumer behaviour. Based on literature review, Craig et al. (2007) and Timmers (2008) established the relationship between brand image and family business productivity, but this has not been done between brand image and consumer behaviour in Lagos State. Hence, to achieve the second objective, the second research question was formed and presented as:

Research Question (RQ₂): Is there any relationship between brand image and the behaviour of consumers in family businesses?

The second hypothesis was then developed to answer the second research question presented as:

Research Hypothesis (H₂): there is no significant relationship between brand image and behaviour of consumers in family businesses.

Concerning the third objective, which is to establish assess the relevance of brand association to consumer behaviour in family businesses. Previous study, such as Ashraf et al. (2017) established the relationship between brand association and consumer behaviour, but this was not done for family business or for Lagos State. This lead the third research question:

Research Question (RQ₃): Is there any relationship between brand association and consumer behaviour in family businesses. In order to answer the third research question, the following research hypothesis was established.

Research Hypothesis (H₃): there is no significant relationship between brand association and consumer behaviour in family businesses

As unravelled in past closely related studies, the importance of brand equity on businesses has been assessed. For instance, Chen and Chang (2008) demonstrated the relevance of brand equity on the productivity of airlines; and Nigam and Kaushik (2011) expatiated on the significance of brand equity in the purchase of Hatchback cars. However, the impact of brand equity and behaviour consumers of family business in Lagos has not been investigated. Accordingly, to meet the fourth objective of this study, the following research question was formed:

Research Question (RQ₄): to what extent does brand equity affect consumer behaviour in family businesses?

To answer the fourth research question, the following research hypothesis has been framed:

Research Hypothesis (H₄): There is no significant relationship between brand equity and consumer behaviour in family businesses

3.7 Reliability and Validity of Research Instrument

Reliability refers to the degree at which a similar answer can be obtained using the same instruments more than one time. In simple terms, if a research instrument is ascertained to have

high levels of reliability, then other researchers require to be able to obtain the same results, using the same research methods under comparable conditions (Twycross & Shields, 2004).

Consequently, in order to ascertain the reliability of this study, the research instrument which is the online questionnaire, will be developed from existing instruments based on theoretical framework and past closely related studies that had been proven to be suitable in parallel (Twycross & Shields, 2004). In addition, the online questionnaire will be prepared in line of the research objectives, relevance and the adequacy of the online questionnaire to answer the research questions.

Validity of research can be explained as an extent to which requirements of scientific research method have been followed during the process of generating research findings (Oliver, 2010). Therefore, it is a test carried out to make known how well the instrument developed measures the concept it is supposed to measure. Oliver (2010) considers “validity to be an enforced constraint for all types of studies”.

Hence, to ensure the validity of this work, the questionnaire will be designed with the guidance of the project supervisor who is an expert in the research area. This will ensure content validity of the research instrument. Hence, the questionnaire will be designed to cover all aspect of the variables being cautious.

3.8 Analysis of Data

3.8.1 Descriptive Statistics

The collected data from the administered questionnaire will be coded and analysed using descriptive statistical method such as frequency distribution, percentages, and cross-tabulation. The following descriptive statistical methods were selected because of their popularity and ability to present information in a concise form.

3.8.2 Inferential Statistics

The inferential statistical tool of Chi-Square will be adopted in order to test the hypotheses formulated at 0.05 level of significance. Franke stressed that that Chi-Square “is used to examine independence across two categorical variables or to assess how well a sample fits the distribution of a known population (goodness of fit)”. The study will adopt this Chi-Square because of its robustness and simplicity. The Chi-Square is represented by the equation 1 as presented below:

$$X^2 = \sum \frac{(O - e)^2}{e} \quad 1$$

Where O is the observed values and e is the expected values.

The analysis of data will be aided by the use of the computer software, statistical package for social sciences (SPSS 20.0).

3.9 Ethical Consideration

The researcher will carefully adhere to the stipulated guidelines on research ethics that will be approved by Griffith College's Ethics Committee. Since the study will involve the dealings with humans, the summary of the project as well as the research procedures will be described concisely to the respondent. The respondents will be informed that their participation will be voluntary, and their data will be treated with full confidentiality.

CHAPTER FOUR
DATE ANALYSIS AND INTERPRETATION

4 Introduction

This chapter presents the analysis of the sourced data from the administration of the online questionnaire. As highlighted in previous chapters the collected data will be analyzed and tested in line with the formulated hypotheses. Due to the limitation of physical accessibility to family business administrators in Lagos State, the study utilized a positivist worldview approach based deductive methodology where online questionnaires were sent to the family business administrators in order to assess the relationship between branding and consumer behaviour. The collected response of the respondents is therefore presented in this chapter along with the critical analysis of how the findings of the study corroborate with closely related literatures.

4.1 Frequencies and Percentages of Data Collected from Administered Questionnaires

4.1.1 Demographic Information of Respondents

Table 4. 1 Age of Respondents

	Frequency	Percent
20-35 years	50	79.4
36-50 years	9	14.3
50-60 years	3	4.8
Above 60 years	1	1.6
Total	63	100.0

The age distributions of the respondents of the online questionnaire are presented in table 4.1. As shown in the table, roughly 50 respondents that denotes 79.4% were between 20 and 35 years of age, 9 respondents that denotes 14.4 % of the them were between 36 and 50 years of age, 3 respondents that represents about 4.8% of them were between 50 and 60 years of age, while the remaining 1 respondent, which represents about 1.6 % of the total distribution were above 60 years of age. This implies that majority of the family business administrators consulted in Lagos State were young adults.

Table 4. 2: Gender of Respondents

	Frequency	Percent
Female	26	41.3
Male	37	58.7
Total	63	100.0

Table 4.2 shows distribution of the respondents based on their gender. The table shows that the female gender constituted about 41.3% while the male gender constituted about 58.7%. This shows that the disparity between male and female administrators of family business in Lagos state was not wild, which implies that there were as much female managers as male in family businesses in the study area. Nevertheless, it must be noted that the explanation for the low gender disparity of the respondents in the survey was plausible to the fact that the key responsibility of the female gender was until recently to hold the home front.

Table 4. 3: Level of Education of Respondents

	Frequency	Percent
Graduate	38	60.3
Others	3	4.8
Postgraduate	18	28.6
Professional Qualifications	4	6.4
Total	63	100.0

Table 4.3 shows the level educational qualifications of the respondents. As depicted in the table about 38 respondents, which denoted 60.3% of the distribution had graduate level of educational qualification, about 4.8% possessed other types of educational qualification, and about 28.6% possessed a postgraduate level qualification, while the remaining 6.4% of them possessed professional qualification. This goes to imply that family business managers/administrator in

Lagos State has some form of education, since majority of the respondents possessed at least graduate level educational qualifications.

Table 4. 4: Management Position of Respondents

	Frequency	Percent
Director	5	7.9
Manger	14	22.2
Owner	24	38.1
Supervisor	12	19.0
Others	8	12.8
Total	63	100.0

Table 4.4 shows the categories of the management position held by the respondents. The table shows that 5 respondents, which is about 7.9% of the sample size held the role of a director, about 22.2% of the respondents were managers, 38.1% of the respondents were the owners of the family business, 19.0% of the respondents held the position of a supervisor, while the remaining 12.8% of the respondents held other roles which constituted chief executive officers and other types of senior executives. This shows that majority of the respondents were founders of family businesses in Lagos State; this is expected because of the high rate of unemployment rate in Nigeria, which has encouraged the establishment of varied family businesses in the country.

Table 4. 5: Management Position of Respondents

	Frequency	Percent
11-20 years	7	11.1
20-30 years	3	4.8
Less than 10 years	53	84.1
Total	63	100.0

Table 4.5 shows the duration of operations of the family businesses as explained by the respondents. The table shows that 11.1% of the family business administrators sampled had operated their business for duration of 11 to 20 years, 4.8% of the family business administrators had operated for 20 to 30 years, while the remaining 84.1% of them had operated their family business for less than 10 years. This goes to show that majority of the family businesses described by the management executives had been in operation for less than 10 years, and expected to describe how their business brands affect the behaviour of consumers.

4.1.2 Brand Assessment of Family Business in Lagos State

Table 4. 6: Does Your Family Business Have Any Distinctive Brand?

	Frequency	Percent
Maybe	5	7.9
No	13	20.6
Yes	45	71.4
Total	63	100.0

Table 4.6 shows the respondents' view on whether their family business had a distinctive brand. The table shows that about 7.9 % of the respondents are not quite sure that their family business possessed a distinctive brand; about 20.6% claimed that their family business had no distinctive brand, while the remaining 71.4% of the respondents admitted that their family business had a distinctive brand. This shows that majority of the family business in Lagos State had a distinctive brand.

Table 4. 7: Do You Believe That Your Business Brand Affects the Ability of Your Consumers to Make More Patronage?

	Frequency	Percent
Maybe	4	6.3
No	7	11.1
Yes	52	82.5
Total	63	100.0

Table 4.7 shows the respondents' view on whether their family business brand affects the ability of their consumers to make more patronage. The table shows that about 6.3 % of the respondent are not quite sure that their family business brand affects the ability of their consumers to make more patronage, about 11.1% claimed that their family business brand does not affect the ability of their consumers to make more patronage, while the remaining 82.5% of the respondents admitted that their family business brand affects the ability of their consumers to make more patronage. This shows that majority of the family business in Lagos State had a distinctive brand which affects the ability of consumers to make more patronage of the family business's product and services.

Table 4. 8: Distribution of Industries of Family Business

	Frequency	Percent
Automotive repair	2	3.2
Beauty	6	9.5
Business services	14	22.2
Consultancy	4	6.3
Entertainment, Sport and Recreation	2	3.2
Food and restaurant	11	17.5
Health	7	11.1
In-home care	6	9.5
Others	8	12.7
Technology	2	3.2
Tourism and Accommodation	1	1.6
Total	63	100.0

Table 4.8 shows the distribution of the industry of operation of the sampled administrators of family business in Lagos State. The table shows that 3.2% of the family business focused on automotive repairs, 9.5% of the family businesses were in the beauty industry, 22.2% were focused on professional or business services, 6.3% were in the consulting business, 3.2% of them were based on entertainment, sport and recreation, 17.5% were based on food and

restaurant services, 11.1% of the family businesses were in the health industry, 9.5% were focused on in-house care services, 12.7% were of other industries, 3.2% of the family businesses were focused on technology while the remaining 1.6% were focused on tourism and accommodation. This goes to show that family business in Lagos State had varied industries, while majority of them were focused on professional or business services.

Table 4. 9: What do you think motivates your consumer the most?

	Frequency	Percent
Advertising	3	4.8
Packaging	11	17.5
Price	2	3.2
Quality of Services	46	73.0
Tradition/Family history	1	1.6
Total	63	100.0

Table 4.9 shows the respondents' view on the most motivating factor for consumer patronage. The table shows that about 4.8 % of the respondent claimed that advertisement of their family business motivates the ability of their consumers to make more patronage, about 17.5% claimed that packaging motivates the ability of their consumers to make more patronage, 3.2% claimed that price of their product and services motivates the ability of their consumers to make more patronage, 73.0% claimed that the quality of services of their family business motivates the ability of their consumers to make more patronage, while the remaining 1.6% of the respondents admitted that their family business's tradition/family history motivates their consumers to make more patronage. This shows that majority of the family business in Lagos State focused on quality of services in order to motivate consumers to make more patronage of their product and services.

Table 4. 10: In Your Opinion, What Is the Level of Your Consumer's Satisfaction and Loyalty in Last 6 Months?

	Frequency	Percent
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High	29	46.0
Low	2	3.2
Medium	10	15.9
Very High	22	34.9
Total	63	100.0

Table 4.10 shows the respondents' view on the level of your consumer's satisfaction and loyalty in last 6 months. The table shows that about 46.0 % of the respondent claimed to have ensured high consumer satisfaction in the last 6 months, about 3.2% claimed that their consumers had low satisfaction in the last 6 months, 15.9% of the respondents claimed that their consumers had medium level of satisfaction in the last 6 months, while the remaining 34.9% of the respondents admitted that their family business had ensured a very high consumer satisfaction within the last 6 months. This shows that majority of the family business in Lagos State had ensure high to very high consumer satisfaction in the last 6 months.

4.1.3 *Impact of Advertisement on Consumer Behaviour in Family Businesses*

Table 4.11: Do you think marketing campaigns can greatly influence the loyalty of consumers in Lagos State?

	Frequency	Percent
Strongly Agree	41	65.1
Agree	11	17.5
Undecided	8	12.7
Disagree	3	4.8
Total	63	100.0

Table 4.11 shows the respondents' view on the statement "do you think marketing campaigns can greatly influence the loyalty of consumers in Lagos State". The table shows that 65.1% of the respondents strongly agreed with statement, 17.5% of the respondents agreed with the statement, 12.7% of the respondents were undecided on the statement, while the remaining

4.8% of the respondents disagreed with statement. That majority of the respondents (65.1%) strongly agreed with the stated question is an indication that marketing campaigns can significantly influence the loyalty of consumers to family business in Lagos State.

Table 4. 12: Consumer satisfaction is based on how product and services are packaged

	Frequency	Percent
Strongly Agree	26	41.3
Agree	20	31.7
Undecided	9	14.3
Disagree	8	12.7
Total	63	100.0

Table 4.12 shows the respondents' view on the statement "consumer satisfaction is based on how product and services are packaged". The table shows that 41.3% of the respondents strongly agreed with the statement, 31.5% of the respondents agreed with the statement, 14.3% of the respondents were undecided on the statement, while the remaining 12.7% of the respondents disagreed with statement. The highest percentage of respondents that strongly agreed with the statement goes to show that consumer satisfaction correlates with how product and services are packaged by family business in Lagos State.

Table 4. 13: High investment on advertisement is mandatory in order to influence how consumers feel about family business

	Frequency	Percent
Strongly Agree	20	31.7
Agree	24	38.1
Undecided	12	19.0
Disagree	5	7.9
Strongly Disagree	2	3.2

Total	63	100.0
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Table 4.13 shows the respondents' view on the statement that "high investment on advertisement is mandatory in order to influence how consumers feel about family business". The table shows that 31.7% of the respondents strongly agreed with the statement, 38.1% of the respondents agreed with the statement, 19.7% of the respondents were unsure on the statement, 7.9% of the respondents agreed with the statement, while the remaining 3.2% of the respondents strongly disagreed with the statement. Since majority of the respondents agreed with the statement, it can be concluded that in order to influence how consumers feel about family business in Lagos State, it is important to invest on advertisement.

Table 4.14: Personal values and emotions of consumers can be influenced by advertising

	Frequency	Percent
Strongly Agree	35	55.6
Agree	14	22.2
Undecided	7	11.1
Disagree	7	11.1
Total	63	100.0

Table 4.14 shows the respondents' view on the statement that "personal values and emotions of consumers can be influenced by advertising". The table shows that 55.6% of the respondents strongly agreed with the statement, 22.2% of the respondents agreed with the statement, 11.1% of the respondents were undecided on the statement, while the remaining 11.1% of the respondents disagreed with the statement. The highest distribution of strongly agreed by the respondents with regards to the statement is an indication that personal values and emotions of consumers with respect to family business can be influenced by advertising in Lagos State.

4.1.4 *Impact of Brand Image on Consumer Behaviour in Family Business*

Table 4.15: The combination of beliefs, ideas, and impressions of consumers about the tradition and history of family business is not important in formulating productivity strategy of family business in Lagos State

	Frequency	Percent
Strongly Agree	22	34.9
Agree	19	30.2
Undecided	11	17.5
Disagree	6	9.5
Strongly Disagree	5	7.9
Total	63	100.0

Table 4.15 shows the respondents' view on the statement that "the combination of beliefs, ideas, and impressions of consumers about the tradition and history of family business is not important in formulating productivity strategy of family business in Lagos State". The table shows that 34.9% of the respondents strongly agreed with statement, 30.2% of the respondents agreed with the statement, 17.5% of the respondents were undecided on the statement, 9.5% of the respondents disagree with the statement, while the remaining 7.9% of the respondents strongly disagreed with statement. Since there is a large number of the respondents who strongly agreed with the statement, it can be inferred that the relationship between impressions of consumers and the tradition and history of family business is not important in formulating productivity strategy of family business in Lagos State.

Table4. 16: Brand awareness is an important factor when enhancing the tendency to ensure productive buying decision-making in the future

	Frequency	Percent
Strongly Agree	29	46.0

Agree	24	38.1
Undecided	7	11.1
Strongly Disagree	3	4.8
Total	63	100.0

Table 4.16 shows the respondents' view on the statement that "brand awareness is an important factor when enhancing the tendency to ensure productive buying decision-making in the future". The table shows that 46.0% of the respondents strongly agreed with statement, 38.1% of the respondents agreed with the statement, 11.1% of the respondents were undecided on the statement, while the remaining 4.8% of the respondents strongly disagreed with statement. Since there is a large number of the respondents who strongly agreed with the statement, it can be that brand awareness is an important factor for enhancing the tendency to ensure productive buying decision-making by consumers in Lagos State.

Table 4. 17: Familiarity with the brand of a family business is an essential factor when managers intend to enhance the purchase decision of the consumers residing in Lagos State.

	Frequency	Percent
Strongly Agree	31	49.2
Agree	23	36.5
Undecided	5	7.9
Disagree	4	6.3
Total	63	100.0

Table 4.17 shows the respondents' view on the statement "familiarity with the brand of a family business is an essential factor when managers intend to enhance the purchase decision of the consumers residing in Lagos State". The table shows that 49.2% of the respondents strongly agreed with statement, 36.5% of the respondents agreed with the statement, 7.9% of the respondents were undecided on the statement, while the remaining 6.3% of the respondents disagreed with statement. Majority of the respondents strongly agreed with the statement, which is an indication that for managers to enhance the purchase decision of the consumers

residing in Lagos State, familiarity with the brand of a family business is an essential factor that must be considered.

4.1.5 *Impact of Brand Association on Consumer Behaviour in Family Business*

Table 4.18: Consumers loyalty and satisfaction is associated with price of good and services of a family business

	Frequency	Percent
Strongly Agree	36	57.1
Agree	11	17.5
Undecided	14	22.2
Disagree	2	3.2
Total	63	100.0

Table 4.16 shows the respondents' view on the statement that "consumers loyalty and satisfaction is associated with price of good and services of a family business". The table shows that 57.1% of the respondents strongly agreed with statement, 17.5% of the respondents agreed with the statement, 22.2% of the respondents were undecided on the statement, while the remaining 3.2% of the respondents disagreed with statement. Majority of the respondents strongly agreed with the statement, which goes to show that consumers loyalty and satisfaction is associated with price of good and services of a family business in Lagos State.

Table 4. 19: Building positive brand association is an important way of maintaining the loyalty of consumers

	Frequency	Percent
Strongly Agree	32	50.8
Disagree	22	34.9
Undecided	7	11.1
Agree	2	3.2
Total	63	100.0

Table 4.19 shows the respondents' view on the statement that "building positive brand association is an important way of maintaining the loyalty of customers". The table shows that 50.8% of the respondents strongly agreed with statement, 34.9% of the respondents agreed with the statement, 11.1% of the respondents were undecided on the statement, while the remaining 3.2% of the respondents strongly disagreed with statement. Majority of the respondents strongly agreed with the statement, which is an indication that building positive brand association is an important way of maintaining the loyalty of consumers in Lagos State.

Table 4. 20: Slogans and logos of family business are essential in order to establish consumer's loyalty.

	Frequency	Percent
Strongly Agree	24	38.1
Agree	20	31.7
Undecided	11	17.5
Disagree	6	9.5
Strongly Disagree	2	3.2
Total	63	100.0

Table 4.20 shows the respondents' view on the statement that "slogans and logos of family business are essential in order to establish consumer's loyalty". The table shows that 38.1% of the respondents strongly agreed with the statement, 31.7% of the respondents agreed with the statement, 17.5% of the respondents were undecided on the statement, 9.5% of the respondents disagree with the statement, while the remaining 3.2% of the respondents strongly disagreed with statement. Majority of the respondents strongly agreed with the statement, which is an indication that slogans and logos of family business is essential in order to establish consumer's loyalty in Lagos State.

4.1.6 *Impact of Brand Equity on Consumer Behaviour in Family Business*

Table 4. 21: The increase in sales and market share of family business due to consumer’s loyalty is a direct result of establishing positive brand equity in the consumers

	Frequency	Percent
Strongly Agree	23	36.5
Agree	24	38.1
Undecided	11	17.5
Disagree	5	7.9
Total	63	100.0

Table 4.21 shows the respondents’ view on the statement that “the increase in sales and market share of family business due to consumer’s loyalty is a direct result of establishing positive brand equity in the consumers”. The table shows that 36.5% of the respondents strongly agreed with statement, 38.1% of the respondents agreed with the statement, 17.5% of the respondents were undecided on the statement, while the remaining 7.9% of the respondents disagreed with statement. Majority of the respondents agreed with the statement, which is an indication that the increase in sales and market share of family business due to consumer’s loyalty is a directly associated with establishing a positive brand equity in the consumers in Lagos State.

Table 4. 22: Consumer trust, value and future purchase is associated with the family business' capability to make product and service memorable, recognizable and reliable

	Frequency	Percent
Strongly Agree	25	39.7
Agree	23	36.5
Undecided	12	19.0
Disagree	3	4.8
Total	63	100.0

Table 4.22 shows the respondents' view on the statement that “consumer trust, value and future purchase is associated with the family business' capability to make product and service memorable, recognizable and reliable”. The table shows that 39.7% of the respondents strongly agreed with the statement, 36.5% of the respondents agreed with the statement, 19.0% of the respondents were undecided on the statement, while the remaining 4.8% of the respondents disagreed with statement. Majority of the respondents strongly agreed with the statement, which is an indication that the consumer trust, value and future purchase is dependent on the family business' ability to make positive consumer experience memorable, recognizable and reliable in Lagos State.

Table 4. 23: Building reputation through ensuring brand equity is not a worthwhile investment for family business

	Frequency	Percent
Strongly Agree	16	25.4
Agree	16	25.4
Undecided	18	28.6
Disagree	6	9.5
Strongly Disagree	7	11.1
Total	63	100.0

Table 4.23 shows the respondents' view on the statement that “building reputation through ensuring brand equity is not a worthwhile investment for family business”. The table shows that 25.4% of the respondents strongly agreed with statement, 25.4% of the respondents agreed with the statement, 28.6% of the respondents were undecided on the statement, 9.5% of the respondents disagreed with statement while the remaining 11.1% of the respondents strongly disagreed with statement. Majority of the respondents were ambivalent about the statement, which is an indication that whether it is a worthwhile investment for family business in Lagos State to build reputation through ensuring brand equity may be peculiar to the different types of family businesses and their decision-making processes.

4.2 Test of Hypotheses

4.2.1 Hypothesis One

H₀: there is no significant relationship between advertisement and consumer behaviour in family businesses

H₁: there is significant relationship between advertisement and consumer behaviour in family businesses

Table 4.24: Summary of Cross-tabulation of Relationship between Family Business's Advertisement and Consumer Behaviour in Lagos State

		Advertisement Influences Consumers Behaviour in Family Business				Total
		Strongly Agree	Agree	Undecided	Disagree	
Business brand affects the ability of consumers to make more patronage?	Count	0	1	3	0	4
	Maybe Expected	1.1	1.8	.8	.3	4.0
	Count	1	3	0	3	7
	No Expected	2.0	3.1	1.3	.6	7.0
	Count	17	24	9	2	52
	Yes Expected	14.9	23.1	9.9	4.1	52.0
	Count	18	28	12	5	63
	Total Expected	18.0	28.0	12.0	5.0	63.0
	Count					

Table 4.25: Summary of Chi-Square Tests on Relationship between Family Business's Advertisement and Consumer Behaviour in Lagos State

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.490	6	0.001
Likelihood Ratio	17.357	6	0.008
N of Valid Cases	63		

Table 4.24 shows the summary of cross-tabulation of the association of family business advertisement and consumer behaviour in Lagos State. The table shows that there is strong agreement between the respondents who believed that family business brand affects the ability of consumers to make more patronage and those who believe that advertisement which is a branding strategy affects consumer behaviour. Table 4.25 shows the result of Chi-Square test of the null hypothesis that states that "there is no significant relationship between advertisement and consumer behaviour in family businesses", where it could be seen that the Sig. (2-sided) of Chi-Square test is 0.001.

Decision

Since Sig. (2-tailed) computed for the relationship between association of family business advertisement and consumer behaviour in Lagos State at a significance level of 0.05 is 0.001, which is less than 0.05, then the null hypothesis which states that there is no significant relationship between advertisement and consumer behaviour in family businesses was rejected.

Conclusion

Based on the foregoing analysis it is concluded that there is significant relationship between family businesses advertisement and consumer behaviour in in Lagos State. As a result, the adoption of advertisement strategy of family business brand may be worthwhile in Lagos State.

4.2.2 Hypothesis Two

H₀: there is no significant relationship between family businesses' brand image and the behaviour of consumers in Lagos State

H₂: there is significant relationship between family businesses' brand image and the behaviour of consumers in Lagos State

Table 4.26: Summary of Cross-tabulation of Relationship between Family Business's Brand Image and Consumer Behaviour in Lagos State

		Brand Image Influences Consumer Behaviour in Family Business				Total
		Strongly Agree	Agree	Undecided	Disagree	
Business brand affects the ability of consumers to make more patronage?	Count	1.0	1.0	2.0	0.0	4.0
	Maybe Expected	1.3	2.0	0.5	0.3	4.0
	Count	3.0	1.0	1.0	2.0	7.0
	No Expected	2.2	3.4	0.9	0.4	7.0
	Count	16.0	29.0	5.0	2.0	52.0
	Yes Expected	16.5	25.6	6.6	3.3	52.0
	Count	20.0	31.0	8.0	4.0	63.0
	Total Expected	20.0	31.0	8.0	4.0	63.0
	Count	20.0	31.0	8.0	4.0	63.0

Table 4.27: Summary of Chi-Square Tests on Relationship between Family Business's Brand Image and Consumer Behaviour in Lagos State

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.009	6	0.030
Likelihood Ratio	10.704	6	0.098
N of Valid Cases	63		

Table 4.26 shows the summary of cross-tabulation of the association of family business brand image and consumer behaviour in Lagos State. The table shows that there is strong agreement between the respondents who believed that family business brand affects the ability of consumers to make more patronage and those who believe that brand image which is a branding strategy affects consumer behaviour. Table 4.27 further shows the result of Chi-Square test of the null hypothesis that states that "there is no significant relationship between family

businesses' brand image and the behaviour of consumers in Lagos State", where it could be seen that the Sig. (2-sided) of Chi-Square test is 0.03.

Decision

Since Sig. (2-tailed) computed for the relationship family business's brand image and consumer behaviour in Lagos State at a significance level of 0.05 is 0.03, which is less than 0.05, then the null hypothesis which states that there is no significant relationship between family businesses' brand image and the behaviour of consumers in Lagos State was rejected.

Conclusion

Based on the foregoing analysis it is concluded that there is significant relationship between family businesses' brand image and consumer behaviour in in Lagos State. As a result, the adoption of strategies that enhance brand image of family business may be worthwhile in Lagos State.

4.2.3 Hypothesis Three

H₀: there is no significant relationship between brand association and consumer behaviour in family businesses

H₃: there is significant relationship between brand association and consumer behaviour in family businesses

Table4.28: Summary of Cross-tabulation of Relationship between Family Business's Brand Association and Consumer Behaviour in Lagos State

		Brand Association Influences Consumer Behaviour in Family Business			Total	
		Behaviour in Family Business				
		Strongly Agree	Agree	Undecided		
Business brand affects the ability of consumers to make more patronage?	Maybe	Count	1.0	1.0	2.0	4.0
		Expected Count	1.7	1.5	0.8	4.0
	No	Count	3.0	0.0	4.0	7.0
		Expected Count	3.0	2.7	1.3	7.0
	Yes	Count	23	23	6.0	52.0
		Expected Count	22.3	19.8	9.9	52.0
	Total	Count	27.0	24.0	12.0	63.0
		Expected Count	27.0	24.0	12.0	63.0

Table4.29: Summary of Chi-Square Tests on Relationship between Family Business’s Brand Association and Consumer Behaviour in Lagos State

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.566	4	0.014
Likelihood Ratio	13.034	4	0.011
N of Valid Cases	63		

Table 4.28 shows the summary of cross-tabulation of the association of family business brand association and consumer behaviour in Lagos State. The table shows that there is strong agreement between the respondents who believed that family business brand affects the ability of consumers to make more patronage and those who believe that brand association which is a branding strategy affects consumer behaviour. Table 4.29 further shows the result of Chi-Square test of the null hypothesis that states that “there is no significant relationship between brand association and consumer behaviour in family businesses”, where it could be seen that the Sig. (2-sided) of Chi-Square test is 0.01.

Decision

Since Sig. (2-tailed) computed for the relationship family business’s brand association and consumer behaviour in Lagos State at a significance level of 0.05 is 0.014, which is less than 0.05, then the null hypothesis which states that there is no significant relationship between brand association and consumer behaviour in family businesses was rejected.

Conclusion

Based on the foregoing analysis it is concluded that there is significant relationship between family businesses’ brand association and consumer behaviour in Lagos State. As a result, the adoption of strategies that enhance brand association of family business may be worthwhile in Lagos State.

4.2.4 Hypothesis Four

H₀: there is no significant relationship between brand equity and consumer behaviour in family businesses

H₄: there is significant relationship between brand equity and consumer behaviour in family businesses

Table4.30: Summary of Cross-tabulation of Relationship between Family Business’s Brand Equity and Consumer Behaviour in Lagos State

		Brand Equity Influences Consumer Behaviour in Family Business				Total
		Strongly Agree	Agree	Undecided	Disagree	
Business brand affects the ability of consumers to make more patronage?	Count	0.0	3.0	1.0	0.0	4.0
	Maybe Expected	0.9	1.8	1.2	0.1	4.0
	Count	1.0	2.0	4.0	0.0	7.0
	No Expected	1.6	3.1	2.1	0.2	7.0
	Count	13.0	23.0	14.0	2.0	52.0
	Yes Expected	11.6	23.1	15.7	1.7	52.0
	Count	14.0	28.0	19.0	2.0	63.0
	Total Expected	14.0	28.0	19.0	2.0	63.0
	Count					

Table4.31: Summary of Chi-Square Tests on Relationship between Family Business’s Brand Equity and Consumer Behaviour in Lagos State

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.834	6	0.565
Likelihood Ratio	5.656	6	0.463
N of Valid Cases	63		

Table 4.30 shows the summary of cross-tabulation of the association of family business brand equity and consumer behaviour in Lagos State. The table shows that the agreement between the respondents who believed that family business brand affects the ability of consumers to make more patronage and those who believe that brand equity which is a branding strategy affects consumer behaviour varied, since there were some respondents who were not sure that brand equity is worth investing in order to influence consumer behaviour. Table 4.31 further shows the result of Chi-Square test of the null hypothesis that states that “there is no significant relationship between brand equity and consumer behaviour in family businesses”, where it could be seen that the Sig. (2-sided) of Chi-Square test is 0.565.

Decision

Since Sig. (2-tailed) computed for the relationship family business's brand equity and consumer behaviour in Lagos State at a significance level of 0.05 is 0.565, which is greater than 0.05, then the null hypothesis which states that there is no significant relationship between brand equity and consumer behaviour in family businesses was accepted.

Conclusion

Based on the foregoing analysis it is concluded that there is no significant relationship between family businesses' brand equity and consumer behaviour in Lagos State. Which to show that brand equity, which is how consumers perceive family business brand (names) besides the product and services rendered, was considered to be less influential in driving consumer's behaviour. As a result, the adoption of strategies that enhance brand equity of family business may be less worthwhile than advertisement, brand image and brand association in Lagos State.

4.3 Discussion of Findings

The study investigated the connections between branding in family business and consumer behaviour in Lagos State. In order to achieve this aim, research questions were formulated which informed the establishment of the research objectives and thereafter the construction of the instrument used in assessing the opinion of family business managers in Lagos State. The discussion of the findings derived from the analysed data as well as the test of hypotheses is presented in this section.

The analysis of the data revealed that majority of the family business administrators in Lagos State that were consulted for this study were young adults, as majority were between 20 to 35 years of Age. It was unravelled that there was a small disparity between male and female administrators of family business in Lagos state, which was plausible to the fact that the key responsibility of the female gender was until recently to hold the home front. It was further revealed that family business managers/administrator in Lagos State had some form of education, since majority of the respondents possessed at least graduate level educational qualifications. The majority of managers were founders of family businesses in Lagos State; which was expected due to the high rate of unemployment in Nigeria, which has encouraged the establishment of varied family businesses in the country. This finding corroborate the Akpama et al. (2011); Uloko and Ejinkonye (2010; Ola-Adebayo (2013) and Ekong and Ekong (2016) who stressed the importance of entrepreneurship as solution to the Nigerian unemployment problems thereby encouraging the establishment of new businesses.

The study also revealed that majority of the family business have been in operation for less than 10 years and possessed a distinctive brand. While majority of the family business in Lagos State

had a distinctive brand which affects the ability of consumers to make more patronage of the family business's product and services, study revealed some manager do not perceive the need to have a brand. The distribution of the response shows that family business in Lagos State had varied industries, while majority of them were focused on professional or business services. More so, many of these businesses focused on quality of services in order to motivate consumers to make more patronage of their product and services

4.3.1 *Impact of Advertisement on Consumer Behaviour in Family Businesses*

Advertisement is an innovative effort that shapes the consumer's motivation in order to purchase a peculiar product as well as to modify or construct the sensitivity of the product in the awareness of the patrons (Fatima and Lodhi, 2015), and it functions as a source that stir up the psychological intention of the purchaser for buying. Based on the analysis of the collected data, the study unravelled that family business's advertisement being a branding strategy influences the behaviour of consumers, since majority of the respondents agreed that marketing campaigns can significantly stimulus the loyalty of consumers to family business; consumer satisfaction correlates with how product and services are packaged by family business; it is important to invest on advertisement in order to influence how consumers feel about family business; and that personal values and emotions of consumers with respect to family business can be influenced by advertising in Lagos State.

The cross-tabulation Chi-Square analysis revealed that there is strong agreement between the respondents who believed that family business brand affects the ability of consumers to make more patronage and those who believe that advertisement affects consumer behaviour. While the test of hypothesis revealed that there is a significant ($p < 0.05$, $df = 6$) relationship between advertisement and consumer behaviour in family businesses in Lagos State. These findings corroborate Fatima and Lodhi (2015) who revealed a positive connection between consumer awareness and perception; and served as a decision support tool for management of cosmetics product. The findings are also found to be in agreement with Maheshwari et al. (2016), Kumar & Raju (2013); and Ha et al. (2011) who established that investment on advertisement yielded positive results in enhancing consumer buying behaviour.

4.3.2 *Impact of Brand Image on Consumer Behaviour in Family Business*

Brand image is conceptualized as the consumer emotional sensitivity towards a specific brand (Malhotra, 2008). Based on the analysis of the collected data, the study revealed that brand image of family businesses in Lagos State impacts consumer's behaviour since there was a large number of the respondents who strongly agreed that brand awareness is an important factor for improving the tendency to ensure productive purchasing decision-making by consumers, majority of the respondents also agreed that for managers to boost the purchase decision of the

consumers living in Lagos State, acquaintance with the brand of a family business is an important factor that must be considered, although, some of the respondents believed that the relationship between impressions of consumers and the tradition and history of family business is not important in formulating productivity strategy of family business in Lagos State.

The significance of this relationship was further assessed by The cross-tabulation Chi-Square analysis, which revealed that that there is strong agreement between the respondents who believed that family business brand affects the ability of consumers to make more patronage and those who believe that brand image which is a branding strategy affects consumer behaviour. In addition, the study established that there is a significant relationship ($p < 0.05$, $df = 6$) between family businesses' brand image and the behaviour of consumers in Lagos State. This was found in agreement with Craig et al. (2007) who unravelled that promoting the brand image of a family-based business can enhance the productivity of SMEs, and Timmers (2008) pinpoints that proliferating the brand image of a family business can influence performance of the business.

4.3.3 *Impact of Brand Association on Consumer Behaviour in Family Business*

The brand association involves product and services characteristics and customer settlement this increases the purchasing attitude of consumers (Keller et al., 2011). The analysis of the data obtained from the survey unravelled that the brand association of family business in Lagos State influences the consumer behaviour, since majority of respondents strongly agreed that consumer loyalty and satisfaction is associated with price of good and services of a family business; it was also unravelled that there was a large distribution of managers who believe that building positive brand association is an imperative way of retaining the loyalty of consumers, while slogans and logos of family business were generally perceived as being essential in order to establish consumer's loyalty in Lagos State.

The test of hypothesis was employed to ascertain the significance of the relationship between brand association and consumer behaviour. The cross-tabulation Chi-Square analysis, which revealed that there is strong agreement between the respondents who believed that family business brand affects the ability of consumers to make more patronage and those who believe that brand association which is a branding strategy affects consumer behaviour. In addition, the study established that there is a significant relationship ($p < 0.05$, $df = 6$) between family businesses' brand association and the behaviour of consumers in Lagos State. This is in agreement with the assertion of Chovanová et al. (2015) who concluded that the purchase of branded products as well as the affection of brand origin is associated to the age of customers; as well as Ashraf et al. (2017) who revealed that the brand loyalty, brand association, brand image and advertisement have positive interrelations with consumer behaviour, but had low correlation when compared spatially, that is from one location to another.

4.3.4 *Impact of Brand Equity on Consumers Behaviour in Family Business*

The influence of brand equity of consumer behaviour was further assessed. Brand image results from the commitment of consumers to a certain brand as a result of positive feeling towards a brand regardless of been tempted to buy from other brands. Brand loyalty indicates that a brand has firm spot in the market and there is a very minute chance of consumer switching to another brand, while their willingness to purchase from the brand increases (Ashraf et al., 2017). The analysis of collected data reveals that was significant agreement by the managers that increase in sales and market share of family business due to consumer's loyalty is a directly associated with establishing a positive brand equity of consumers in Lagos State, and that consumer trust, value and future purchase is dependent on the family business' ability to make positive consumer experience memorable, recognizable and reliable in Lagos State. But majority of the managers were indifferent to whether it is worthwhile to invest in building the family business's reputation by ensuring brand equity.

The significance of this relationship was further assessed by the cross-tabulation Chi-Square analysis, which revealed that agreement between the respondents who believed that family business brand affects the ability of consumers to make more patronage and those who believe that brand equity is a worthwhile investment varied, since there were some respondents who were not sure that brand equity should be prioritized to influence positive consumer behaviour. The Chi-Square test reveals the significance p value of 0.565, which is greater than 0.05 lead to the acceptance of the null hypothesis which states that there is no significant relationship between brand equity and consumer behaviour in family businesses. Which show that brand equity, which is how consumers perceive family business brand (names) asides from the product and services rendered, was considered to be less influential in driving consumer behaviour. As a result, the adoption of strategies that enhance brand equity of family business may be less worthwhile than advertisement, brand image and brand association in Lagos State. These findings diverge from some previous studies, for instance, (Keller, 2003) shows that brand equity may complement the significance of brand name, Chen and Chang (2008) demonstrated the relevance of brand equity on the productivity of airlines; and Nigam and Kaushik (2011) expatiated on the significance of brand equity in the purchase of Hatchback cars. The fact that these assertions were made for non-family based businesses and for other geographical locations not within Nigeria, indicates that the impact of brand equity of consumer behaviour may be influenced by spatial dimensions, which is in agreement with Ashraf et al. (2017) who discovered that brand influence were impacted by spatial variables.

CHAPTER FIVE
CONCLUDING THOUGHT ON THE CONTRIBUTION OF THIS RESEARCH, ITS
LIMITATION AND SEGGESTION FOR THE FUTHER RESEARCH

5 Overview

Consumers are careworn with abundance of products and brands in the present Nigerian business environment, as result, family businesses are now burdened with the obligation of paying more attention to both consumer behaviour and the brand of their products or services, since branding can significantly boost their market share. This is why this study endeavoured to measure the link between branding strategies and consumer behaviour in order to optimize decision-making for productivity improvement of family businesses in Lagos, Nigeria, which is considered by high economic dynamics. Primary data were collected from the administration of samples of online survey, which were analysed using both descriptive and inferential statistics.

5.1 Implication of Findings

Presented in this section are the implications of findings of the study in the order of the established research questions are presented accordingly. The first research question on how advertisement relates to consumer behaviour in family businesses was answered by study, which revealed a significant relationship between advertisement as a strategy of branding and consumer behaviour in Lagos State, since the significant p-value (0.001) computed from Chi-Square statistics was less than 0.05. The second research question which was based on the how brand image of family business being a branding strategy relates with consumer behaviour in Lagos state was answered based on the interpretation of the Chi-Square statistics employed. Since the significant p-value (0.03) computed from Chi-Square statistics was less than 0.05 for the second hypothesis, then there is a significant relationship between brand image of family business and consumer behaviour in Lagos State. Furthermore, the interpretation of the test of the third hypothesis in line with answering the third research question based on the Chi-Square statistics lead to the conclusion that brand association of family business in Lagos State significantly (p-value = 0.014) influence consumer behaviour. While fourth research question which was based on the how brand equity of family business relates with consumer behaviour in Lagos state, was answered based on the interpretation of the Chi-Square statistics employed.

Since the significant p-value (0.565) computed from Chi-Square statistics was greater than 0.05 for the fourth hypothesis, then it was concluded that the relationship between brand equity of family business and consumer behaviour in Lagos State is not significant.

This implies that the investment on the adoption of branding strategies such as advertisement, brand image and brand association by managers of family business may be worthwhile in Lagos State. On the other hand, to increase brand equity managers of family business in Lagos State need to focus on how to maintain high quality of product and services.

5.2 Contribution and Limitation of the Research

Extant literature has established that paying attention to relationship between branding and consumer behaviour could improve decision-making, which generally increases the purchasing power of consumers. Despite the fact that there are numerous of studies on family business, it was unravelled from literature review that there was no unified agreement on how to define a family business, which was found to have limited the progress in the study of branding in family-based business lacks progress. Concerning the relationship between branding and consumer behaviour some gaps in literature was identified just few similar studies have been conducted in some countries and industries other than in Nigeria, nor were these studies solely focused on family businesses. Hence the present study has been able to not only fill this gap in literature, but to also further create an enabling sphere for the progression of studies on family business. The present study was solely limited to the opinion of educated managers of family business who were able to assess and respond to the online questionnaire adopted for the study.

5.3 Recommendation for Practice

During the course of this research, it was observed that there is no reliable central database of registered family businesses in Lagos State. Therefore, the Lagos State government and associations of family businesses and SMEs should ensure standadized database for all types of businesses in Lagos State. This will not only support strategies to streamline consumers and business development family business, but to also support research and national development, as family businesses and other SMEs contribute to the GDP of developing nations, Nigeria inclusive.

5.4 Recommendation for Future Research

Due to temporal and spatial constraints, the present study was based on quantitative research survey hinged on the positivist paradigm. Future research should consider exploring interpretative paradigm by adopting qualitative research method since this approach has been considered by previous researchers of family business. In addition, the present study investigated the relationship between branding and consumer behaviour in family business of various industries, therefore further research should focus on this relationship by focusing on individual family business industries. More so, future study should expand the scope of research to regional and national scale, while taking advantage of a larger sample size in order to increase informed decision-making by family business managers. There were indications that spatial variations influence branding and consumer behaviour, therefore future research should consider comparative analysis of family business's branding and consumer behaviour among Nigeria states.

5.5 Conclusion

Family businesses are practical in the economy of any country; since successful family businesses can contribute essentially to a country's monetary enhancement. As a result, it is imperative to assess the relationship between branding and consumer behaviour of family business, since this is essential in decision-making by managers when considering business development options. Details drawn from the present study are that family business branding is important in driving consumer buying behaviour in Lagos State; brand image, brand association and advertisement has significant association with consumer behaviour, while the relationship between brand equity and consumer behaviour is not significant for family business in Lagos State.

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Appendices

Appendix A –

Hi,

I am conducting a research on the Relationship between consumer behaviour and branding in a selected family business in Lagos state. The main objective of this survey is to examine the relationship between branding & consumer behaviour in family businesses and to assess the impact of brand equity on consumer behaviour in family businesses. The link to the questionnaire is https://docs.google.com/forms/d/1SO_mQF3G0wETaoHrNTo-RdKAIU3WaQBqIKmnE2-NxDw/edit

Thanks for your willingness to participate in this survey.

Kind Regards,

Ajibowu Kehinde

Griffith College, Dublin.

Appendix B –

RELATIONSHIP BETWEEN CONSUMER BEHAVIOUR AND BRANDING IN SELECTED FAMILY BUSINESS IN LAGOS STATE

Section A: Demographic questions

I. What is your age?

20-30 years

30-40 years

50-60 years

Above 60 years

II. What is your gender?

III. Please provide your highest education qualification?

Graduate

Post-graduate

Professional Qualification

Others

IV.. Which category of management level do you belong to?

Owner

Director

Manger

Supervisor

Other:

V. How long have you been working in this business?

Less than 10 years

11-20 years

20-30 years

Above 30 years

VI. Where is your business located?

Lagos State

Other:

Section B

Part 1: Brand Assessment of Family Business

1. Does your family business have any distinctive brand?

Yes

No

Maybe

2. Do you believe that your business brand affects the ability of your consumers to make more patronage?

Yes

No

Maybe

3. What industry does your family business belong to?

Business services

Food and restaurant

Health

Fitness

Beauty

Automotive repair

Consultancy

In-home care

Technology

Tourism and Accommodation

Entertainment, Sport and Recreation

Others (Please state).....

4. What do you think motivates your consumer the most?

Tradition/Family history

Packaging

Price

Quality of Services

Advertising

5. In your opinion, what is the level of your consumer satisfaction and loyalty in last 6 months?

Very high

high

Medium

Low

Very Low

Part 2: Impact of Advertisement on Consumer Behaviour in Family Businesses

This section was constructed in five points namely; Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) Strongly Disagree (SD).Please indicate your level of your agreement to the following statement.

6. Do you think marketing campaigns can greatly influence the loyalty of consumers in Lagos State?

Strongly Agree

1

2

3

4

5

Strongly Disagree

7. Do you think consumer satisfaction is based on how product and services are packaged?

Strongly Agree

1

2

3

4

5

Strongly Disagree

8. High investment on advertisement is mandatory in order to influence how consumers feel about family business

Strongly Agree

1

2

3

4

5

Strongly Disagree

9. Do you believe personal values and emotions of consumers can be influenced by advertising?

Strongly Agree

1

2

3

4

5

Strongly Disagree

Part 3: Impact of Brand Image on Consumer Behaviour in Family Business

This section was constructed in five points namely; Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) Strongly Disagree (SD). Please indicate your level of your agreement to the following statement.

10. The combination of beliefs, ideas, and impressions of consumers about the tradition and history of family business is not important in formulating productivity strategy of family business in Lagos State

Strongly Agree

1

2

3

4

5

Strongly Disagree

11. Brand awareness is an important factor when enhancing the tendency to ensure productive buying decision-making in the future.

Strongly Agree

1

2

3

4

5

Strongly Disagree

12. Familiarity with the brand of a family business is an essential factor when managers intend to enhance the purchase decision of the consumers residing in Lagos State.

Strongly Agree

1

2

3

4

5

Strongly Disagree

Part 4: Impact of Brand Association on Consumer Behaviour in Family Business

This section was constructed in five points namely; Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) Strongly Disagree (SD). Please indicate your level of your agreement to the following statement.

13. Do you think consumers, loyalty and satisfaction is associated with price of good and services of a family business,

Strongly Agree

1

2

3

4

5

Strongly Disagree

14. Building positive brand association is an important way of maintaining the loyalty of customers

Strongly Agree

1

2

3

4

5

Strongly Disagree

15. Slogans and logos of family business is essential in order to establish consumer loyalty.

Strongly Agree

1

2

3

4

5

Strongly Disagree

Part 5: Impact of Brand Equity on Consumer Behaviour in Family Business

This section was constructed in five points namely; Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D) Strongly Disagree (SD). Please indicate your level of your agreement to the following statement.

16. The increase in sales and market share of family business due to consumer loyalty is a direct result of establishing positive brand equity in the consumers

Strongly Agree

1

2

3

4

5

Strongly Disagree

17. Consumer trust, value and future purchase is associated with the family business' capability to make product and service memorable, recognizable and reliable

Strongly Agree

1

2

3

4

5

Strongly Disagree

18. Building reputation through ensuring brand equity is not a worthwhile investment for family business

Strongly Agree

1

2

3

4

5

Strongly Disagree

Thank you!