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BRAND IMAGE AND CUSTOMER SATISFACTION AT UNILEVER NIGERIA PLC IN LAGOS, NIGERIA

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Abstract:
The extreme importance of customer satisfaction and customer loyalty cannot be overstated in today's highly competitive business contexts. Regardless of how much emphasis has been placed on it, research focused specifically on customer satisfaction has not been given adequate attention within the fast moving consumer goods (FMCG) industry in Nigeria. Therefore, this study seeks to determine the effect of brand image on consumer satisfaction in Unilever Nigeria Plc. in Lagos State, Nigeria. The study utilizes a descriptive research design on the strength of a cross-sectional survey of 400 respondents to a structured questionnaire. The collected data was analyzed using both descriptive and inferential statistics, including Pearson correlation analysis. The findings reveal that a significant relationship exists between brand image and customer satisfaction in Nigeria. The study also shows that brand awareness and brand attachment have the highest level of relevance on customer satisfaction.

Keywords:
brand image, brand attitude, brand attachment, brand awareness customer satisfaction.

1. Introduction

In recent years, the business environment has become increasingly competitive, with the marketing environment evolving and developing at an extremely fast pace. As a result, it has become imperative for businesses to investigate strategies for developing and retaining customers by cultivating consumer beliefs, and by giving customer satisfaction a distinctive identity (Pratiwi et al., 2015). Therefore, additional emphasis is being placed on customer satisfaction rather than customer acquisition in order to build long-term connections with consumers (Omolade & Otori, 2020).

The ability of a company to satisfy its customers is commonly used as a benchmark to measure its success. When customers are satisfied with a product or service, they may be more inclined to demonstrate a positive attitude toward the company. This translates into a readiness to pay extra, to spread goodwill, and to demonstrate steadfast behaviour. Brand image and customer satisfaction are concerns that all businesses have, and they are used as marketing benchmarks to measure how well a company's marketing strategy is working (Neupane, 2015).

Customer satisfaction has been the focus of much research over the last few decades; therefore, the notion has come to be seen as crucial in modern marketing. By increasing customer satisfaction, businesses may accelerate their competitive edge over rivals (Omolade & Otori, 2020; Ngo & Nguyen, 2016). The majority of the time, consumer satisfaction is seen as a crucial antecedent of repurchases. Customers who are satisfied with the service they receive will likely tell others about their experience, just as dissatisfied customers will likely do the same. One of the most important corporate objectives is to increase customer satisfaction, and in order to do this, companies must thoroughly evaluate and comprehend consumer requirements, and then deliver these requirements at the lowest feasible cost. So, it is important to build and keep good relationships with customers (Omolade & Otori, 2020; Leninkumar, 2017).

Brand image has also been extensively investigated by researchers and has been found to have a specific influence on customer repurchase intentions. Loyalty intentions are influenced by a brand's social presence, consumer confidence, and brand image. When a consumer sees proof of a service or product, a corporate brand image is formed. This is most often what happens when a product is placed in front of a customer for the first time (Omolade & Otori, 2020; Saleem & Raja, 2014). In order for customers to understand the value of a product or service, the brand's image plays a crucial influence. A satisfied customer tends to buy more frequently, spend more money on products and services, and promote products and services to others (Omolade & Otori, 2020; Foroza et al., 2013).

Several studies have examined the link between brand image and consumer satisfaction (Abdulla, 2022; Susanto et al., 2022; Upamannyu & Sankpal, 2014). A number of studies have been undertaken in the service industry, including hotels, airlines, and banking. However, it is not clear if these findings can be applied to other industries such as consumer goods, or to other service-based industries. Even though research has shown that brand image positively impacts customer satisfaction and consumer loyalty, there are still slight discrepancies between studies. It is possible that certain studies show that brand image has no effect on customer loyalty directly, but it can have an effect on consumer loyalty through customer satisfaction.

Given this context, it is evident that the importance of customer satisfaction and customer loyalty cannot be overstated in today's highly competitive business contexts. Regardless of how much emphasis has been placed on it, it should be highlighted that customer satisfaction as a stand-alone factor has not been given adequate attention. Therefore, this study seeks to determine the effect of brand image on consumer satisfaction in Unilever Nigeria Plc. in Lagos State, Nigeria.

1.1 Aim & Objectives of the Study

This study's primary purpose is to investigate the effect of brand image on customer satisfaction in Nigeria's FMCG industry. Specifically, the study's aims are as follows:

- 1) Examine the influence of brand awareness on customer satisfaction in Unilever Nigeria Plc;
- 2) Investigate the relationship between consumer brand attitude and their level of satisfaction for Unilever Nigeria Plc products.
- 3) Examine the relationship between brand attachment and customer satisfaction for Unilever Nigeria Plc's products.

1.2 Research Questions

This study seeks to provide answers to the following questions:

- 1) To what extent does brand awareness influence customer satisfaction in Unilever Nigeria Plc?
- 2) What is the relationship between consumer brand attitude and their level of satisfaction for Unilever Nigeria Plc products?
- 3) What is the relationship between brand attachment and customer satisfaction for Unilever Nigeria Plc products?

1.3 Statement of Research Hypotheses

In order to address the objectives of the study, the following null research hypotheses were formulated:

H₀₁: There is no significant influence of brand awareness on customer satisfaction.

H₀₂: There is no significant relationship between consumer brand equity and the level of their satisfaction.

H₀₃: There is no significant relationship between brand attachment and customer satisfaction.

2. Literature review

2.1 Conceptual review

2.1.1 Brand awareness

The value of brand awareness as a component of brand equity is often overlooked (Nguyen & Gizaw, 2014). Brand recognition occurs when consumers are able to call to mind and identify the brand in a variety of contexts and make mental linkages between the brand's name, logo, jingles, etc. ("Brand"). While there are many contributors to a company's bottom line, one of the most important is the quality of the people who work there and their ability to get the word out about the brand. Since there can be no communication or transaction without awareness, it stands to reason that items with a high degree of awareness will also have a better likelihood of

generating revenue. Also, when people are made aware of something, a strong mental link is formed in their minds. Consequently, brand recognition is a reliable indicator of customer awareness (Kotler, 2010). Customers are more likely to try a new brand if they are familiar with the company and its products. Because of this, leading businesses consistently invest in establishing and maintaining a powerful brand image (Egan, 2014).

According to Hoyer and Brown (1990), brand knowledge is based on consumers' awareness of the brand and their perception of the brand's quality. Customers' propensity to buy a certain brand is indicative of how well they've internalised that brand's identity (Keller, 2003). The author further argued that without a strong brand image, consumers are free to mould brand awareness in a way that affects the company's reputation.

2.1.2. Brand attitude

The term "attitude" refers to a "collection of ideas, experience, and feelings that forms a tendency to act in a specific manner" (Chameroy & Chandon, 2011). One definition of attitude from the literature is "the consumer's overall judgement of the product" (Rao, 2010). Attitude is a fundamental psychological role, as observed by Chameroy & Chandon (2011), which means it can affect purchasing intent and customer behaviour.

A person's attitude can be taken in one of two ways: either positively or negatively, depending on the product or brand being evaluated. Private label brand (PLB) attitude is described as the propensity to respond favourably or unfavourably to product evaluations, purchase evaluations, and/or self-evaluations related with private label supermarket items (Burton, 1998), as referenced by (Yeh & Chi, 2009).

Consumers prioritise cost-effectiveness above all else, and affordable prices are a major contributing role in developing a favourable impression of a business. Private brands' popularity in the retail sector has grown in recent years, and with that growth has come rising customer awareness of, and concern for, product quality. In light of this, a number of studies have linked a satisfactory price-quality ratio to satisfied customers. Also, if customers are happy with the goods they bought before, they are more likely to buy it again. Attitudes toward private label brands improve once initial reservations are allayed due to the reassuring effects of familiarity on consumers' risk perception. Private label items benefit from customers who have a

favourable disposition toward the brand. An upbeat perspective on the private label increases the likelihood that people will actually buy the product (Hidayat & Diwasasri, 2013).

Attitudes are created and affected not just by one's past direct experience with the items themselves, but also by circumstances external to the individual. A consumer's propensity to conform their behaviour to the product under study can be measured by the Attitude Towards Behaviour Model. A consumer may have a favourable impression of the brand, yet be resistant to spending a lot of money (Schiffman & Kanuk, 2004). Individuals' attitudes and behaviours are determined by the certainty with which they anticipate a certain consequence (either favourable or unfavourable). Such actions are the result of training and practise (Kumar, 2009). It has been shown that one's perspective on the item itself, as well as one's perspective on the behaviour itself, can predict future behaviour.

2.1.3 Brand attachment

Sensationalism for the benefit of others is an integral part of social relationships. In contrast, trust is an essential byproduct of these exchanges. It has been established that trust is an essential ingredient for intimate relationships by prior studies in the fields of psychology and marketing (Shah et al., 2012). When people say they have faith in a brand, they are referring to the emotional response they have had as a result of interacting with the brand in the public sphere. So, the model incorporates not just brand-related outcomes (like happiness) but also trust-related outcomes (like belief in the brand), as a result of the fact that interactions include relationships that develop over time. Because of this interconnectedness, an additional construct reflecting brand loyalty has been added. In order for a brand to generate visible attachment, the end result must be a pleased and trustworthy consumer (Shah et al., 2012). Secondly, the frequency with which a certain brand has historically been purchased and will likely be purchased in the future may be predicted with some accuracy thanks to the strength of the contact between the consumer and the brand. Brands have an outsized role in service industries because consumers place more faith in their purchases when they come from a reputable company with a well-known name (Berry, 2010).

2.1.4 Brand identity

Customers make purchases based on more than just practical considerations; they also appreciate the brands they associate with certain ideals and beliefs. In addition to providing

customers with a sense of security, brands also contribute to their sense of self-identity (MaCracken, 1989). Consumers build their identities, both internal and external, with the help of brands (Escalas & Bettman, 2003). Social identity theory, which has been used extensively in other fields, forms the foundation of brand recognition. According to social identity theory, a sense of belonging to a group of people lies at the heart of the identifying process. A consumer's sense of who they are may be strengthened by their association with a particular brand. According to Brewer (1991), consumers' desire to be accepted and accepted by others is met through brand identification. Identification with an organisation can occur even in the absence of interaction with or formal links to the company, which provides support for the use of the identification notion in a brand-customer situation within the framework of the social identity theory. Customers who have a positive association with a brand are more likely to advocate for that brand by buying its products and promoting the company's aims (Bhattacharya & Sen, 2003).

Brand identification is the degree to which a consumer perceives an aspect of his or her own identity reflected in the brand's representation. The process of connecting with a brand may also be thought of as establishing internal harmony. Many studies have looked at the importance of brand recognition, but none have examined the connection between brand recognition and brand love (Chopra, 2024; Singh et al., 2023; Isa et al., 2023). Brand identification was seen as a precursor of brand love by Bergkvist and Bech-Larsen,(2009), who found that people's attachment to meaningful items is fundamental to their identity.

2.1.5 Customer satisfaction

According to Kotler (2009), the level of customer satisfaction may be defined as the individual's emotional reaction to a product's perceived performance relative to the individual's expectations. Tipton (2010) defines customer satisfaction as "how one feels about the degree to which actual performance meets or exceeds one's expectations" (n.p.). In a broad sense, customer expectations are the notions or assumptions that consumers bring into the purchasing and using of a product (goods or services).

Researchers Novianti et al. (2018) conducted a study in a pharmacy in Cikarang, Indonesia and discovered that happy customers were more likely to return. When customers are happy, they are more loyal (Chu et al., 2012; Siddiqi, 2011). One reason people stay loyal to a company is when they are happy with the service they receive (Dharmayanti, 2006). According to Iqbal

(2013), there is a positive feedback loop between customers' attitudes and their levels of happiness with a company, with higher levels of satisfaction leading to more repeat business and fewer churned customers.

The term "customer satisfaction" describes how happy a consumer is after purchasing a good or service (Fornel, 1992). Specifically, Oliver (2008) argues that the most telling indications of customer satisfaction are the customers' performance-based expectations and the degree to which those expectations are confirmed or not. Customer satisfaction rises when actual product performance meets or exceeds expectations, and falls when actual product performance falls short of expectations. Companies can infer the potential effect of brand image on customer satisfaction by determining the difference in perception between current consumers and non-users of a brand, given that product performance is a key component of brand image (Bird et al., 2007). Whether a company is in the e-banking, landline phone, mobile phone, bank, or grocery store industries, their brand's reputation may make or break their success (Gronholdt et al., 2000).

2.2 Empirical review

2.2.1 Brand awareness and customer satisfaction

According to the findings of a study that was carried out by Kameswara (2014), which focuses on prospective buyers with respect to their brand awareness and its impact on the level of customer satisfaction of tobacco products manufactured by Godfrey Phillips India Limited, it was found that there was a significant correlation between the two factors. This research was carried out with the participation of two hundred people in the city of Visakhapatnam, which is located in India. According to the findings of the study, there is a correlation between the customer's awareness of the brand and their level of satisfaction with the product in terms of factors such as price, size, and quality. As a result, Kameswara (2014) suggested that the business increase the number of promotional campaigns it runs as well as the size of its distribution networks. Additionally, the author suggested that the business conduct a SWOT analysis in order to come up with more effective strategies to improve customer satisfaction through the activities it undertakes to raise brand awareness.

Retail branding was investigated by Rotich et al. (2016) in Nakuru Town, Kenya. A case study research strategy was used to describe the phenomenon under investigation. The research

included 60 high-level managers as its subjects. According to the results of the regression analysis, both market experts and the brand's promotion of savvy purchasing influenced the company's sales performance favourably. According to the study's statistical analysis, having access to market experts and/or companies that promoted savvy consumer practices led to improved sales results.

Aberdeen et al. (2016) conducted a study in Bogor, Indonesia with the objective of gauging the impact of brand awareness and image on consumers' perceptions of product quality and their propensity to make a purchase. In this study, they compared two popular brands of soda. Both Coca-Cola and Big Cola were used to symbolise the fierce marketing competition in the soda industry. One hundred participants' thoughts on a set of variables were gathered and analysed with the help of Smart PLS 3. Coca-Cola's results demonstrate that consumers' perception of the product's quality is influenced by their familiarity with the brand, which in turn influences their desire to make a purchase. However, for the Big Cola brand, they found an opposite outcome: both brand awareness and perceived quality influence consumers' intent to make a purchase.

Results from research on consumer satisfaction and brand awareness demonstrate that while a select few brands have been successful, the vast majority are generic and see a decline in brand loyalty (Mulyaningsih & Gede, 2016; Jalali et al., 2011).

Perceived value, perceived quality, and customer happiness have all been shown to have a significant role in a company's bottom line and ability to attract and retain customers, according to previous marketing research (Ranjbarian et al., 2012).

Asaad and Sedar's (2015) research sought to compare the brand equity of fast food chains and restaurants in North Cyprus along four dimensions: customer awareness, brand image, consumer behaviour, and brand loyalty. Due to differences in scale and, more importantly, the many diverse types of media and their effects on consumer behaviour, distinct aspects of brand awareness were examined in isolation. To help answer the study questions, they created a structured survey. One hundred fifteen questionnaires about societal and technological amenities were issued for the study. Awareness, image, quality, and loyalty were the four

components of consumer-based brand equity that they examined. Consumers appeared to place the least importance on brand loyalty as compared to the other two elements of brand equity.

2.2.2 Customer brand attitude and satisfaction

Several empirical studies have been conducted on brand attitude, such as those conducted by Zahra (2015). Although the origins and effects of brand attitude are hotly debated in the business world, it is generally agreed that advertising and customer pleasure are just two of the many variables that contribute to shaping brand perception. Alternatively, it has been stated that consumers' favourable emotions about a brand are correlated with their intent to buy that brand. Zahra (2015) examined the link between customer happiness, advertising, and brand attitude among Malaysian smartphone businesses.

Yoo and MacInnis (2005) looked at the process of how consumers build opinions about brands based on the type of advertisements they see. In the end, the researchers determined that consumers' perceptions of a brand were influenced by commercials with an emotional format that reduced negative emotions while increasing good ones, and increased consumers' beliefs about the ads' believability. It was also determined that the informative ad style increased pleasant emotions and decreased negative ones, which had an effect on consumer perception of the advertised brand.

Through their research into web advertising, Hwang et al. (2011) found that consumers' positive reactions to ads are correlated with their favourable impressions of websites, which in turn have a positive effect on their perceptions of brands and, ultimately, their intent to make a purchase from those brands. They contended that once a consumer's opinion of commercials is established, that opinion will ripple out to influence other aspects of their behaviour, including their perception of brands and their propensity to make purchases.

Yoo and MacInnis (2005), who also studied online advertising, indicated that, after being exposed to Web commercials, individuals experience priming produced by implicit memory and develop a more favourable opinion toward the promoted brand. Web users who subconsciously processed advertisements were more likely to contemplate buying the advertised brand than those who had no exposure to the ad.

2.2.3 *Brand attachment and customer satisfaction*

According to research by Ridha et al. (2017), the four variables of brand satisfaction, brand trust, brand attachment, and brand loyalty have a complex and multifaceted connection that the authors set out to investigate and explain. The participants in this research were all Yamaha motorbike owners, and they fell into one of three categories based on three communities in Malang, Indonesia: Majesty (Malang Jupiter Series Community), MFCM (Mio Fans Club Malang), and YVCI (Yamaha Vixion Club Indonesia). Analysis of the data was performed using Generalized Structural Component Analysis (GESCA), and a total of 108 respondents were included in the study. Results demonstrated a statistically significant correlation between: levels of brand satisfaction and brand attachment; levels of brand attachment and brand loyalty; and between levels of brand trust and brand loyalty.

Specifically, Chinomona (2013) discovered that there is a positive correlation between consumer levels of brand satisfaction and their loyalty to that brand. Belaid and Temessek (2011) claim that there is no literature that directly addresses the link between contentment and attachment. According to these researchers, there may be a connection between the emotional aspect of satisfaction and loyalty to the brand.

Taking into account all of these factors together, Asadollahi et al. (2012) created a model. The results demonstrated that one's level of contentment with a brand has a direct bearing on one's level of confidence in that brand. A consumer's commitment to a brand is a better predictor of whether or not they would engage in an activity that requires a sizable time investment (time, money, and reputation). This factor is an excellent predictor of customer behaviour, and it was borne up by the brand power attitude as well. As some authors state that brand attachment drives brand loyalty (Pedeliento et al., 2016) and brand loyalty increases with higher brand attachment (Tsiotsou, 2010).

Research into the effects of brand extension strategy, brand attachment, and brand trust on coffee product brand equity was undertaken by Poerwadi et al. (2019). They focused on how Kapal Api, a popular coffee brand in Indonesia, has benefited from an expansion of their brand through advertising and marketing. Roughly 200 Kapal Api customers filled out a questionnaire and contributed their feedback. Structural Equation Modeling (SEM) was used to conduct a combined factor analysis and regression analysis on the collected data. Despite having no effect

on brand image or equity, the research found that brand extension strategies do have an effect on brand trust. Brand equity is also impacted by how well the brand is perceived. Brand trust, but not brand image, can moderate the effect of the brand expansion strategy on brand equity. Businesses may use the study's findings to assess the efficacy of their marketing campaigns and, ultimately, their success in attracting and retaining consumers.

2.2.3 Brand identity and customer satisfaction

Albadri (2016) conducted a study with the intent of learning how the evolution of a brand affects consumers' willingness to make repeat online food and drink purchases in Jordan. There were a total of (350) questionnaires sent out as a sample of the population, and only (183) were returned for analysis, for a response rate of (61%). The study was descriptive in nature, and SPSS and Amos were used to analyse the data gathered from the survey replies. The research analysed the brand identities of Jordanian food and beverage companies across four key metrics (brand image, brand elements, brand strategy and brand reputation). All the variables were found to have a median degree of relevance in the context of brand identity creation in Jordanian firms. A clear and shared knowledge of brand identity creation was recommended, as was integrating a company's vision into policies and procedures to increase their influence on their operation's competitive capabilities.

As was previously said, there is a positive correlation between brand identity and customer happiness since a brand's prestige and distinctiveness may help satisfy consumers' need for autonomy and individuality.

3. Methodology

3.1 Research design

This study utilized a descriptive research design, which was chosen due to its adaptability in question formulation and response analysis. In particular, a cross-sectional survey approach was utilized, which entailed a one-time selection of respondents' opinions regarding the research questions, explaining the link between the examined variables, and collecting data for testing hypotheses.

3.2 Population of study

The population of this research is comprised of all Unilever Nigeria Plc consumers who conducted business in Ikorodu local government area marketplaces. The population is bounded, but its size is unclear due to a lack of data in the research region.

3.3 Sampling technique and sample size

A quota sampling approach was used to choose individuals from both small and large establishments in various Ikorodu LGA neighbourhoods. This sampling method was chosen because it generated a sample that is more representative than convenience sampling. n_0 is the sample size, Z_2 is the abscissa of the normal curve that cuts off an area at the tails (1 - equals the required confidence level of 95 percent), e is the desired degree of accuracy, p is the estimated percentage of an attribute existing in the population, and q is $1-p$.

$n_0 = Z_2^2 / 2 p * q / e^2$, where $Z_2 / 2 = 2$ and $Z / 2 = 4$. Consequently, $n_0 = 4(0.5)(0.5) / e^2$ $n_0 = 1 / (0.0025) = 400$. The suggested sample size for the investigation is thus 400 respondents.

3.4 Method of data analysis

The information gathered from respondents was arranged and shown in frequency distribution tables and simple percentage counts. In addition, a statistical package for social science was utilised to assess the validity of the presented hypotheses using scientific statistical tools such as Pearson Correlation analysis at a significance level of 5% (SPSS 23.0).

4. Results

4.1. Test of hypothesis I

The hypothesis that there is no relationship between brand awareness and customer satisfaction was tested using a correlation statistical technique at the P0.05 level of significance, and the results are presented in Table 1, along with an explanation of the model's accuracy and the variable' relationships. With an r-value as high as 0.720, there is undeniably a correlation between brand recognition and happy consumers. This is because Unilever Nigeria Plc consumers have a positive association with the company's brand, know what it stands for, and consider purchasing it regularly. In addition, a P-value of 0.000 is less than 0.05, thus we must accept the alternative hypothesis that there is a strong influence between brand awareness and customer happiness.

Table 1. Result of Pearson Correlation Analysis

			Brand Awareness	Brand Equity	Brand Attachment	Customer Satisfaction
Spearman's rho	Brand Awareness	Correlation Coefficient	1.000	.658**	.741**	.720**
		Sig. (2-tailed)	.	.000	.000	.000
		N	343	343	343	343
	Brand Equity	Correlation Coefficient	.658**	1.000	.553**	.679**
		Sig. (2-tailed)	.000	.	.000	.000
		N	343	343	343	343
	Brand Attachment	Correlation Coefficient	.741**	.553**	1.000	.807**
		Sig. (2-tailed)	.000	.000	.	.000
		N	343	343	343	343
	Customer Satisfaction	Correlation Coefficient	.720**	.679**	.807**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	343	343	343	343

** Correlation is significant at the 0.05 level (2-tailed).

Source: Statistical package for social science (SPSS 23.0).

4.2 Test of hypothesis II

The hypothesis that no significant association exists between customer brand equity and their degree of satisfaction was tested using the correlation statistical approach, and the findings are displayed in Table 1 above. The results of the table show how well the model describes the connection between the variables. An r-value of 0.679 indicates a very strong positive relationship between consumer brand equity and reported levels of satisfaction; this is attributable to respondents' reports that the firm's product is preferable to others of the same

price and quality, and that even if there is another brand that is just as good, they still choose to buy the firm's product.

In addition, a p-value of 0.000 is less than 0.05, thus we must accept the alternative hypothesis, which claims that there is a substantial correlation between customer brand equity and their degree of pleasure.

4.3 Test of hypothesis III

The link between brand attachment and customer happiness was tested using a correlation statistical approach at the P0.05 level of significance, and the results are presented in Table 1 along with an explanation of the underlying relationships. With an r-value of 0.807, there is a highly significant correlation between brand loyalty and consumer contentment. The results showed that customers had a high degree of trust in, enthusiasm for, and confidence in the items produced by the company. Given that the p-value is less than 0.05 and the alternative hypothesis predicts a positive correlation between brand loyalty and client happiness, we must reject the null hypothesis.

5. Discussion

The findings from the data analysis provide an explanation for the influence that brand image has on the level of satisfaction experienced by consumers working in the FMCG business in Nigeria. As a result, certain aspects of branding have been singled out as the independent variable that exhibit varying degrees of association with the amount of contentment experienced by customers. The outcomes of the study demonstrated that brand awareness and brand attachment had the highest level of relevance on customer satisfaction, and this is also in accordance with the findings of other empirical studies that were evaluated. According to Nguyen and Gizaw (2014), examining variables impacting consumer purchase decisions of private label food goods, there are a number of aspects that consumers take into consideration before making their purchases. The amount to which customers are aware of a brand was crucial to the level of customer happiness, and this was also confirmed by the research that is being presented here.

In line with the findings of Tariq and Khan (2016), who found that brands have become an important figure in today's society and that branded goods have significantly altered the perceptions of individuals in regard to their purchasing decisions, this study came to another

important conclusion: brand attitude and brand equity had a significant influence on the level of satisfaction experienced by customers. Basically, branded items are an ironic signal for customers who are prepared to pay higher costs in exchange for a good reputation, even if this does not guarantee that they will be satisfied with the product.

6. Conclusions

It is not enough to have brand identity, attachment, and equity strategies; it must be sustained by continuous offering of good quality products with a strategic sales-promotional strategy. The findings of the research indicate that Unilever Nigeria Plc has a distinctive brand identity in the Nigerian market, as one of the foremost providers of household consumable goods. According to Fecikova (2004), who held this point of view, in order for businesses to remain competitive and continue to exist in the market, they need to make a very excellent product and give a good quality of service, both of which will result in very happy consumers. Therefore, it is possible to draw the conclusion that Unilever Nigeria Plc does not slack off in offering high-quality items to the market while at the same time maintaining a competitive price structure for all of its fast-moving consumable goods.

When it comes to making a purchase choice, buyers are only interested in brands that they are already familiar with. In a similar vein, one might draw the conclusion that customer happiness is influenced by brand awareness. That is to say, brand awareness has an impact on brand image, brand image has an impact on perceived quality, and perceived quality has an impact on customer loyalty and satisfaction. Additionally, brand awareness has a direct influence on both the perceived quality and the brand image, both of which have a direct impact on the level of consumer happiness.

7. Recommendations

In light of the findings of this study, the following suggestions were offered as possible courses of action:

- a) Unilever Nigeria Plc should make their goods more accessible to all consumers in various places since there is a rising presence of other brands in the market, and these brands are working hard to lower the company's market share.

- b) The corporation ought to prioritize enhancing their brand image by living up to the promise of satisfactory service delivery that their products make to their clients. As a consequence of this, rather than concentrating on the corporate branding of a company, it is more effective to develop a product branding strategy that will enhance both the brand image and the attachment to the brand.
- c) Additionally, an investment needs to be made in terms of establishing brand attitude among customers by utilizing efficient marketing communication tactics.

Finally, it is recommended that there should be formulating and communicating of clear and transparent brand communication that ties to organizational strategy. This will further provide marketing managers with insight on the importance and significance of an effective branding strategy that is capable of competing with an external threat from both domestic and foreign competitors

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