

**BRAND PERSONALITY AND CUSTOMER LOYALTY ON FOOD AND  
BEVERAGES AMONG STUDENTS IN THE UNIVERSITY OF BENIN.**



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BENIN CITY.**

**FEBRUARY, 2025.**

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**BEING A RESEARCH PROJECT WRITTEN AND SUBMITTED TO THE  
DEPARTMENT OF MARKETING, FACULTY OF MANAGEMENT SCIENCES,  
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DEGREE IN MARKETING.**

**FEBRUARY, 2025.**

## DECLARATION

I, **OSAUZO OGHENEWOKE HAPPINESS**, declare that this project work is entirely my own work and composition. The work embodied in this project has not been submitted in candidature for any degree and is not concurrently being submitted for any other degree. All references made to the works of other persons have been duly acknowledged.

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**Date**

## CERTIFICATION

This is to certify that this project research was carried out by **OSAUZO OGHENEWOKE HAPPINESS**, Matriculation number: **MGS2007899** in the Department of Marketing, Faculty of Management Science, University of Benin, Benin City, Edo state, Nigeria. It is adequate in scope and quality in partial fulfilment of the requirement for the award of bachelor of science (BSc.) degree in marketing.

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**DR. (MRS.) O. G. IYAMU**

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**DATE**

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**PROF. E. P. OSEYOMON**

*(Project Coordinator)*

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**DR. S. J. OSIFO**

*(Head of Department)*

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**DATE**

## **DEDICATION**

I express my profound gratitude and heartfelt appreciation to the Almighty God for His grace, wisdom, pillar of strength, his love, upon me, throughout my academic journey and enabling the successful completion of this endeavour.

## ACKNOWLEDGEMENT

I would like to express my deepest gratitude to Almighty God for His guidance, wisdom, and strength throughout the course of this final year project. Without His grace, this achievement would not have been possible.

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## **ABSTRACT**

This study investigated the impact of brand personality on customer loyalty in the food and beverage sector among University of Benin students. A total of 400 undergraduate students participated via a structured questionnaire distributed through Google Forms. The collected data were analyzed using descriptive statistics and regression analysis to assess the influence of four dimensions of brand personality excitement, competence, sincerity, and innovation on customer loyalty. The findings revealed that brand excitement, competence, and sincerity have a statistically significant and positive effect on customer loyalty, whereas brand innovation does not significantly influence loyalty. Based on these results, the study recommends that food and beverage companies focus on developing engaging, reliable, and authentic brand experiences to enhance customer retention among university students.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

The food and beverage sector in Nigeria is a vital economic contributor, driving employment and revenue through its rapid growth fuelled by urbanization and a youthful population (National Bureau of Statistics, 2023). In 2022, this sector generated approximately NGN 1.6 trillion, demonstrating a robust annual growth rate of 7.6% (Deloitte, 2023). University students form a significant consumer demographic within this sector due to their high frequency of patronage and distinct spending behaviors (Ayeni, Kolawole, Oyebadejo, & Salau, 2019). This group is particularly influenced by brand engagement and social trends, making customer loyalty crucial for market stability and business growth in this sector (Olusegun, Bolaji, Falade, & Popoola, 2021). Customer loyalty, defined as the tendency for consumers to repeatedly purchase and favour a specific brand, is largely shaped by satisfaction, trust, and perceived product value (Mittal, Sharma, Shukla, & Swati, 2022). Loyalty among Nigerian university students not only guarantees steady revenue but also fosters brand advocacy within their networks, potentially expanding the brand's reach (Onifade, Olaniyi, Afolabi, & Olatunji, 2021).

Brands that successfully cultivate loyalty often benefit from reduced marketing expenditures due to lower customer churn and increased peer recommendations, which are highly influential among student communities (Adebayo, Okolie, Isah, & Ojo, 2021). Loyalty enhances brand equity, enabling companies to command higher prices and maintain resilience

in markets with frequent new entrants (Adeoye, Omotayo, Fashola, & Akinlabi, 2023). Among university students, who often act as early adopters and trendsetters, loyalty plays a pivotal role in shaping broader consumer trends and enhancing brand reputation (Ayodele, Johnson, Fajobi, & Sulaimon, 2020). The concept of brand personality emerges as an essential framework for establishing a unique brand identity aligned with consumer values, which in turn can deepen loyalty (Ogunyemi, Adetayo, Adeyemi, & Ogunlana, 2022).

Brand personality, defined as the human traits associated with a brand, fosters emotional connections by allowing consumers to perceive and relate to brands on a personal level (Aaker, Garbinsky, Griffin, & Benet-Martinez, 2020). This concept, rooted in late 20th-century marketing theories, highlights the importance of emotional over functional brand benefits, as consumers often make purchases based on symbolic values rather than rational assessments (Keller, Smith, Kumar, & Koçak, 2021). The relevance of brand personality lies in its capacity to humanize brands, making them relatable and memorable, which enhances customer loyalty by aligning the brand's identity with consumers' self-concepts (Johnson, Akinyele, Adetunji, & Tijani, 2023).

The dimensions of brand personality excitement, competence, sincerity, and innovation structure how brands appeal to various consumer preferences. Brand excitement involves traits like energy and trendiness, appealing to consumers who value novelty (Keller, Smith, Kumar, & Koçak, 2021). Brand competence denotes reliability and quality, attracting consumers seeking trustworthy brands (Aaker, Garbinsky, Griffin, & Benet-Martinez, 2020). Brand sincerity emphasizes honesty and warmth, resonating with consumers who prioritize

authenticity (Ogunyemi, Adetayo, Adeyemi, & Ogunlana, 2022). Brand innovation, characterized by creativity and adaptability, attracts consumers interested in progressive and cutting-edge brands (Mehta, Sharma, Solanki, & Joshi, 2022). These dimensions allow brands to connect with diverse consumer personalities, making them particularly effective in the food and beverage sector for capturing the loyalty of university students who are often drawn to excitement, competence, and innovation (Adeoye, Omotayo, Fashola, & Akinlabi, 2023).

Extensive research links brand personality with increased customer loyalty, as a strong brand personality fosters emotional attachment and trust, key drivers of loyalty (Johnson, Akinyele, Adetunji, & Tijani, 2023). A well-defined brand personality enables brands to stand out in competitive markets by aligning with consumers' identities and values (Olusegun, Bolaji, Falade, & Popoola, 2021). This loyalty is especially influential among university students, who often prefer brands that reflect their evolving identities and aspirations (Adebayo, Okolie, Isah, & Ojo, 2021). The cultivation of a unique brand personality can establish a loyal customer base that not only supports repeat purchases but actively promotes brands within their social circles (Ayeni, Kolawole, Oyebadejo, & Salau, 2019). Against this backdrop, this study sought to examine the relationship between brand personality and customer loyalty in Nigeria's food and beverage sector among University of Benin students.

## 1.2 Statement of the Research Problem

The competitive landscape of Nigeria's food and beverage industry has intensified, driven by rapid growth and diversification in consumer preferences, alongside significant economic challenges (Okoro & Ajayi 2021). Recent studies indicate that heightened competition has fostered an increase in consumer switching behavior across various brands, including the food and beverage sector (Obinna & Nwosu 2022; Okoro & Ajayi 2021). Given Nigeria's volatile economic environment characterized by a rising inflation rate, fluctuating exchange rates, and a sharp decline in consumer purchasing power and brand loyalty has been increasingly difficult to maintain as consumers prioritize affordability and value (Adenuga, Adelokun & Makanju 2023; Onwuka & Udeze 2022). In response to this shift, several companies within Nigeria's food and beverage sector have adopted strategies aimed at reinforcing brand personality to foster a sense of alignment with consumers' identities, as a means to increase customer patronage. Coca-Cola and PepsiCo have employed distinct brand personalities to appeal to young, urban Nigerian consumers, creating personas that resonate with lifestyles and preferences prevalent within the demographic (Okoro & Ajayi 2021; Ibeabuchi, Udo & Ekanem 2020). Despite these strategies, a comprehensive understanding of the specific role of brand personality in cultivating customer loyalty, especially among university students, remains underexplored (Ibeabuchi, Udo & Ekanem 2020).

Existing literature has examined the effects of brand personality on consumer patronage and satisfaction, revealing positive associations across various contexts. Aaker, Fournier, and Brasel (2014) demonstrated that brand personality significantly impacts consumer loyalty by fostering emotional connections with the brand. Similarly, Kim, Han, and Park (2021) found

that consumers' brand's personality positively influences their satisfaction levels, subsequently increasing their commitment to the brand. These findings have been corroborated by recent studies emphasizing the impact of brand personality on consumer patronage and satisfaction (Abdulahi, Bello & Lawal 2022; Salami, Ahmed & Ojo 2023). Nevertheless, research specifically focused on the intersection of brand personality and customer loyalty within the context of food and beverage preferences among university students remains limited. This gap is particularly notable among students at the University of Benin, whose unique preferences and socioeconomic factors could influence brand loyalty in distinct ways. Therefore, the current study seeks to fill this gap by examining the relationship between brand personality and customer loyalty of food and beverage among University of Benin students.

### **1.3 Research Questions**

Arising from the above statement of the research problem, the following research questions are raised:

- i. How does brand excitement impact customer loyalty of food and beverage among University of Benin students?
- ii. What is the relationship between brand competence and customer loyalty of food and beverage among University of Benin students?
- iii. To what extent does brand sincerity affect customer loyalty of food and beverage among University of Benin students?

- iv. How does brand innovation influence customer loyalty of food and beverage among University of Benin students?

#### **1.4 Research Objectives**

The broad objective of this study is to examine the relationship between brand personality and customer loyalty of food and beverage among University of Benin students. Specifically, this study sought to:

- i. examine the impact of brand excitement on customer loyalty of food and beverage among University of Benin students;
- ii. investigate the relationship between brand competence and customer loyalty of food and beverage among University of Benin students;
- iii. assess the effect of brand sincerity on customer loyalty of food and beverage among University of Benin students; and
- iv. determine the influence of brand innovation on customer loyalty of food and beverage among University of Benin students.

#### **1.5 Research Hypotheses**

The following research hypotheses stated in the null form shall be tested:

- i. Brand excitement has no significant impact on customer loyalty of food and beverage among University of Benin students.
- ii. Brand competence has no significant relationship with customer loyalty of food and beverage among University of Benin students.

- iii. Brand sincerity has no significant effect on customer loyalty of food and beverage among University of Benin students.
- iv. Brand innovation has no significant influence on customer loyalty of food and beverage among University of Benin students.

### **1.6 Scope of the Study**

This study examines the relationship between brand personality and customer loyalty of food and beverage among University of Benin students. The study will be geographically limited to Benin City, Edo State which represents the location of the university, focusing on students of various departments in the Management Sciences faculty of the institution as a case study. The content scope of this study entails examining the effect of brand excitement, brand competence, brand sincerity, and brand innovation on customer loyalty of food and beverage amongst students of University of Benin. The temporal (time) scope is cross-sectional as the study is expected to be completed in 2024.

### **1.7 Significance of the Study**

This research study has significant implications for various stakeholders, including food and beverage companies, university administrators, marketing professionals, policymakers, and academic researchers.

**Food and Beverage Companies:** Understanding how brand personality affects customer loyalty among university students can help companies in this sector develop more targeted branding strategies. By identifying the brand personality traits that resonate most with students, companies can tailor their marketing efforts to create a stronger emotional

connection with this demographic. This insight can lead to increased customer retention, higher sales, and enhanced brand advocacy among students, which is especially valuable given their influence on broader market trends.

**University Administrators:** University administrators can benefit from this research by gaining insights into the consumption behaviours and preferences of their student population. By understanding the brand preferences of students, universities can make more informed decisions when selecting vendors for on-campus food and beverage services. This can lead to partnerships with brands that align with students' values and preferences, thereby enhancing student satisfaction and promoting a positive campus environment.

**Marketing Professionals:** For marketing professionals, this study provides a deeper understanding of how specific brand personality dimensions such as excitement, competence, sincerity, and innovation affect customer loyalty within a young, trend-sensitive demographic. This knowledge can inform the creation of more effective branding and advertising campaigns that align with the values and interests of university students, helping marketers build stronger, more loyal customer bases.

**Policymakers:** Policymakers involved in the regulation of advertising and branding in educational institutions can use the findings from this study to ensure that branding practices are ethical and align with students' well-being. Insights into the impact of brand personality on student loyalty can guide regulations on marketing strategies within and around university environments, ensuring that brands promote healthy choices and do not exploit young consumers.

**Academic Researchers:** For researchers in marketing, consumer behaviour, and psychology, this study contributes to the existing body of knowledge on brand personality and customer loyalty, especially in the context of young adults and the food and beverage industry. It offers a foundation for further studies that may explore similar relationships in other demographics or industries, and it highlights the unique behavioural tendencies of university students as consumers, providing a basis for future theoretical development and empirical testing.

### **1.8 Limitation of the Study**

As with numerous empirical investigations, this study encounters specific limitations, mainly associated with obstacles in gathering data. These obstacles include the possibility of low participation rates, incomplete answers from respondents, refusals to engage in the study, and the potential misplacement of distributed questionnaires, each of which may impact the thoroughness and trustworthiness of the data collected. To address these challenges, the study will implement various strategies, such as issuing reminder notifications to boost participation and crafting a research instrument that is straightforward and easy to use. Additionally, contingency plans will be established to manage any occurrences of data loss or incomplete responses, aiming to uphold the study's overall validity and reliability.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter will discuss the relevant literature connected to this study. This part of the study gives accounts of the works that has been published or unpublished on this topic by different scholars and researchers. The chapter is divided into four-part, introduction, conceptual review, theoretical review and empirical review.

#### **2.2 Conceptual Review**

##### **2.2.1 Customer Loyalty**

Kim and Choi (2021) describe customer loyalty as a deeply held commitment by consumers to consistently repurchase or patronize a preferred product or service despite situational or competitive pressures. Ghorbani and Karimi (2022) identify loyalty as a behavioural tendency, emphasizing repeated patronage based on satisfaction and emotional attachment. Ashraf and Li (2020) highlight that customer loyalty encompasses a psychological preference for a brand, rooted in trust, satisfaction, and perceived value. These definitions converge on the importance of consistent patronage, emotional commitment, and satisfaction as core dimensions of loyalty. The alignment between these perspectives suggests a multidimensional construct combining behavioural and emotional loyalty. Researchers highlight that customer loyalty extends beyond mere repeat purchase behaviour, as it involves an enduring psychological and emotional connection between customers and the brand (Kim & Choi, 2021; Ashraf & Li, 2020; Ghorbani & Karimi, 2022). Customer loyalty is composed of several critical elements and components, as extensively discussed in recent literature.

Satisfaction is identified as a foundational element of loyalty, as a satisfied customer is more likely to continue patronizing the same brand (Hwang & Choi, 2022). Trust is another crucial component, as it strengthens the bond between the consumer and the brand, particularly in competitive markets where choices abound (Amoako & Mensah, 2020). Emotional attachment, which reflects the affective connection customers feel toward a brand, has also been identified as a key driver of loyalty, particularly in the context of university students who often seek brands that align with their personal values (Nguyen & Nguyen, 2019). Perceived value, encompassing both the quality and price satisfaction derived from a brand, is a further determinant of loyalty, influencing repeat patronage decisions (Amoako & Mensah, 2020). Social influence and brand image have also been highlighted as components of loyalty, with positive brand perception often translating into advocacy behaviours among loyal customers (Hwang & Choi, 2022). Customer loyalty is a multifaceted construct involving satisfaction, trust, emotional attachment, perceived value, and brand image, all of which collectively sustain long-term customer-brand relationships (Nguyen & Nguyen, 2019; Hwang & Choi, 2022; Amoako & Mensah, 2020).

Studies reveal that loyalty among this demographic is influenced by factors such as cultural preferences, affordability, and brand accessibility (Olawale and Lawal, 2022). Nigerian university students demonstrate a preference for brands that deliver consistent quality at affordable prices, reflecting the importance of perceived value in cultivating loyalty within this market (Ajayi & Adeleke, 2021). Trust in brands is another key driver, as consumers in Nigeria are highly conscious of food safety and authenticity, given past incidents of counterfeit products (Olawale & Lawal, 2022). The role of social influence is particularly

pronounced in the Nigerian context, as peer recommendations and social media endorsements significantly impact brand loyalty among students (Ajayi & Adeleke, 2021). Emotional attachment to local brands, which often incorporate cultural elements into their offerings, further reinforces loyalty (Olawale & Lawal, 2022). The implications of these findings highlight the need for brands in Nigeria's food and beverage sector to prioritize affordability, quality consistency, and culturally relevant marketing strategies to enhance loyalty among university students (Ajayi & Adeleke, 2021; Olawale & Lawal, 2022).

### **2.2.2 Brand Personality**

Aaker originally defined brand personality as the set of human characteristics associated with a brand, which has since been refined to include dimensions such as sincerity, excitement, competence, sophistication, and ruggedness (Lin et al., 2020). Building upon Aaker's foundational work, recent scholars have expanded this definition to incorporate cultural and contextual nuances, especially in diverse markets such as Nigeria (Cheung et al., 2020; Kumar & Kaushik, 2022). Brand personality is now frequently viewed as the symbolic and emotional essence a brand conveys, allowing consumers to relate to it on a personal level (Freling et al., 2020). Lin et al. (2020) emphasized the relational perspective, describing brand personality as a tool that strengthens consumer-brand relationships by evoking trust and attachment. Kumar and Kaushik (2022) stressed the multidimensionality of brand personality, linking it to consumer identity and social value. This integration of definitions underscores the importance of viewing brand personality not merely as static traits but as a dynamic, culturally grounded construct that evolves to reflect consumer expectations and market trends (Cheung et al., 2020; Lin et al., 2020).

The implications of brand personality on customer loyalty among university students in Nigeria are profound, as empirical studies indicate that brand personality fosters emotional attachment and trust, which are critical to loyalty in the food and beverage sector (Adeola et al., 2021). Adeola et al. (2021) observed that brands perceived as sincere and competent elicit stronger loyalty among younger demographics due to their emphasis on authenticity and quality. This loyalty is particularly significant in a Nigerian context, where cultural preferences and socio-economic factors play a crucial role in brand evaluations (Obeng & Appiah, 2020). A study by Adetayo et al. (2022) highlighted that brand personality traits such as excitement and sophistication positively influence repeat purchase behaviour among university students, as these traits align with the aspirations and lifestyle of this demographic. Adeola et al. (2021) noted that customer loyalty in Nigeria is driven by the extent to which a brand reflects personal and cultural identity, which underscores the importance of culturally relevant brand personality dimensions. Lin et al. (2020) demonstrated that trust mediated the relationship between brand personality and loyalty, reinforcing the notion that consumers are more likely to remain loyal to brands they perceive as reliable and emotionally resonant. These findings collectively illustrate that brand personality serves as a critical driver of customer loyalty by shaping emotional connections, trust, and brand identification among university students in Nigeria's food and beverage sector (Obeng & Appiah, 2020).

#### **2.2.2.1 Brand Excitement**

Aaker conceptualized brand excitement as one of the five dimensions of brand personality, emphasizing its role in eliciting feelings of energy and dynamism in consumers (Aaker, 2018). Building on this definition, Brakus and Schmitt described brand excitement as an attribute of

brands that create unique, novel, and adventurous experiences, linking it to consumer perceptions of uniqueness and enthusiasm (Brakus & Schmitt, 2020). On the other hand, Lau and Phau identified it as a key driver of emotional engagement, focusing on the brand's ability to stimulate sensory and affective responses (Lau & Phau, 2022). These definitions align in suggesting that excitement is both a perceptual and experiential dimension of brand personality that fosters emotional bonds between consumers and brands. The integration of these perspectives underscores brand excitement as a multifaceted construct involving energy, novelty, and emotional resonance (Brakus & Schmitt, 2020). This construct is particularly relevant to food and beverage brands targeting university students, where a high level of emotional engagement is critical for differentiation and competitive advantage (Lau & Phau, 2022; Brakus & Schmitt, 2020; Aaker, 2018).

Brands that exude excitement appeal to university students through innovative marketing strategies, creating memorable and emotionally charged experiences (Okonkwo, 2021). Ojo and Omolayo demonstrated that brands perceived as exciting achieve higher levels of customer retention, as students associate these brands with their social identity and personal values (Ojo & Omolayo, 2019). Findings by Adeola and Adetunji showed that excitement-driven brand experiences foster deeper customer engagement, translating into increased loyalty through repeated patronage and positive word-of-mouth (Adeola & Adetunji, 2020). Okoro and Okechukwu further indicated that in a market saturated with similar offerings, the ability of a food and beverage brand to evoke excitement serves as a competitive differentiator, sustaining long-term relationships with university students (Okoro & Okechukwu, 2022). Empirical evidence reveals that this demographic gravitates toward

brands offering not only quality but also novelty and creativity, reinforcing the centrality of brand excitement in loyalty strategies (Adeola & Adetunji, 2020; Ojo & Omolayo, 2019; Okoro & Okechukwu, 2022).

#### **2.2.2.2 Brand Competence**

Aaker conceptualized brand competence as encompassing traits such as dependability, intelligence, and success, signifying a brand's capability to meet customer expectations and perform effectively (Lee & Suh, 2019). Chen and Zhang (2020) described brand competence as the extent to which a brand is perceived to demonstrate expertise and professionalism, reflecting technical efficiency and an ability to address consumer needs. Kaur and Malik (2021) emphasized that brand competence involves attributes such as trustworthiness and expertise, with a focus on operational reliability and consistent performance in the market. A critical evaluation of these definitions reveals shared emphasis on proficiency, reliability, and the brand's ability to meet consumer needs consistently. The integration of these views suggests that brand competence is not solely about functionality but is also linked to a brand's credibility and success, which influences customer perceptions of quality and value (Okeke & Nkamnebe, 2022).

Studies have indicated that brand competence fosters trust and satisfaction, which are critical determinants of loyalty (Okeke & Nkamnebe, 2022). Adeola and Ezenwafor (2021) found that university students in Nigeria prioritize food and beverage brands that demonstrate operational reliability and product quality, which enhances brand attachment. Okeke and Nkamnebe (2022) reported that brands perceived as competent are more likely to cultivate

emotional connections with consumers, leading to repeat patronage and advocacy. Akpan and Iwuchukwu (2023) emphasized that in the Nigerian food and beverage sector, brand competence reduces perceived risk, especially among younger consumers, and establishes long-term loyalty by creating a sense of trust and assurance. These findings underscore that in a highly competitive market, demonstrating competence through consistent quality and innovation not only strengthens brand equity but also builds enduring customer relationships (Okeke & Nkamnebe, 2022).

### **2.2.2.3 Brand Sincerity**

Aaker initially categorized sincerity as a fundamental trait of brand personality, reflecting attributes such as honesty, transparency, and authenticity, and subsequent studies have extended these ideas to more nuanced applications in specific consumer demographics (Aaker et al., 2018; Kang et al., 2020). Sincerity is often defined as a brand's capacity to convey genuine concern for its consumers' well-being, aligning its communication, actions, and values with consumer expectations (Fatma et al., 2018). Such interpretations underscore its relational essence, suggesting that brand sincerity is not merely about the explicit honesty of messaging but about the perceived alignment of brand values with consumers' moral frameworks (Kumar et al., 2019). Others argue that sincerity incorporates emotional consistency, signifying that a brand must present dependable and congruent messages across all touchpoints to retain credibility in the eyes of the consumer (Han et al., 2021). These definitions converge on the notion that brand sincerity is multifaceted, extending beyond promotional transparency to include corporate social responsibility initiatives, ethical business practices, and emotional resonance (Cui & Chen, 2021). While the specifics of these

definitions may differ slightly, the underlying theme remains the importance of fostering consumer trust through consistent and genuine engagement (Batat, 2020). The conceptualization of brand sincerity is increasingly relevant within the context of food and beverage brands targeting university students, as this demographic is noted for its heightened sensitivity to ethical and authentic brand practices, further complicating the strategies brands employ to build loyalty (Oh et al., 2022).

Brand sincerity has a demonstrable impact on customer loyalty, particularly in developing markets such as Nigeria, where consumer skepticism and socio-economic factors often moderate brand-consumer relationships (Adeleke & Aminu, 2020). Empirical research has highlighted that sincerity significantly influences loyalty by fostering emotional attachment and a sense of personal identification with the brand, thus driving repeat patronage and advocacy behaviours (Chukwu et al., 2019). In the Nigerian food and beverage sector, sincerity manifests as a brand's commitment to providing value, adhering to ethical standards, and addressing community-specific needs, which resonate deeply with consumers who prioritize relational trust over transactional value (Onyeizugbe & Uzoamaka, 2021). Studies reveal that university students in Nigeria, who constitute a key consumer segment, are highly attuned to brands that demonstrate ethical responsibility and authenticity, often associating such brands with reliability and care (Umeokafor, 2022). This consumer preference amplifies the importance of sincerity in establishing competitive advantage, as it cultivates long-term loyalty by mitigating perceived risks and engendering trust in an environment characterized by significant market unpredictability (Ajayi & Adedayo, 2021). Research further indicates that sincerity-oriented initiatives, such as the promotion of health-conscious products or

active engagement in social causes, strengthen the emotional connection between Nigerian students and food and beverage brands, thereby enhancing both loyalty and brand advocacy (Eze & Enekwe, 2023). This demonstrates that brand sincerity is a strategic lever in securing consumer loyalty in markets with complex socio-cultural dynamics, affirming its role as a cornerstone of sustainable brand relationships (Adeleke & Aminu, 2020).

#### **2.2.2.4 Brand Innovation**

Algharabat and Rana (2022) define brand innovation as the strategic integration of novel products, services, and experiences to maintain competitive advantage while aligning with consumer expectations. Homburg et al. (2018) conceptualize brand innovation as the ability to create and sustain differentiation through continuous adaptation of a brand's offerings to meet dynamic market trends. Adding another perspective, Iglesias et al. (2020) describe brand innovation as a deliberate process of leveraging creativity and technology to rejuvenate brand equity and ensure sustained consumer engagement (Ogundipe et al., 2021). These definitions converge on the emphasis on originality, adaptation, and value creation, but they vary in their focus. Algharabat and Rana (2022) underscore strategic integration, while Homburg et al. (2018) center on differentiation. Iglesias et al. (2020) introduce the role of technology, which complements the earlier frameworks. This alignment underscores that brand innovation encapsulates both the evolutionary and revolutionary efforts of firms to enhance their competitive positioning in a fast-paced global environment (Ogundipe et al., 2021). Empirical evidence demonstrates that innovative branding strategies are pivotal in fostering emotional connections with young consumers, which directly influence loyalty (Ogundipe et al., 2021). Ajiboye and Adebayo (2023) found that creative packaging and

digital campaigns in the Nigerian beverage sector engender brand trust and attachment among university students, who value personalized and aesthetically appealing products. Similarly, Ogunidipe et al. (2021) revealed that the introduction of culturally resonant flavors and affordable product variants by local brands significantly improved customer retention rates in this demographic. Bello and Fagbemi (2022) examined the role of digital branding innovations, such as interactive social media marketing, and observed a strong positive correlation between these efforts and brand loyalty, as they enhance customer engagement and perceived brand authenticity. These findings collectively highlight that brand innovation in the Nigerian food and beverage sector transcends product differentiation by integrating cultural relevance, affordability, and technological advancements to cultivate loyalty, particularly among university students. The insights suggest that investing in innovative strategies is not only vital for market differentiation but also essential for long-term customer loyalty in competitive markets (Ogunidipe et al., 2021).

## **2.3 Theoretical Review**

### **2.3.1 Expectation-Confirmation Theory (ECT)**

Expectation-Confirmation Theory (ECT), originally proposed by Oliver (1980), is a foundational theory in consumer behavior and marketing, primarily used to understand customer satisfaction and loyalty. The theory posits that customer loyalty is influenced by the confirmation or disconfirmation of expectations, which subsequently affects customer satisfaction and future behavioral intentions. ECT suggests that when consumers' pre-purchase expectations are met or exceeded by their actual experience, they are likely to exhibit satisfaction and repeat purchase behavior. Since its inception, the theory has been

widely adopted in various fields such as e-commerce, service quality, and brand management (Bhattacharjee, 2001; Lin et al., 2015). In the context of branding, ECT can be used to explore how the personality of a brand sets certain expectations among customers, particularly university students, whose purchasing decisions are heavily influenced by emotional and aspirational factors (Kim et al., 2019). Understanding how brand personality affects the confirmation of expectations provides insights into the mechanisms that drive customer loyalty in this demographic.

ECT emphasizes two primary constructs: expectation and confirmation. Expectations refer to pre-consumption beliefs about a product or service, while confirmation (or disconfirmation) occurs when actual performance meets or fails to meet these expectations (Hsu et al., 2015). If expectations are positively confirmed, satisfaction ensues, which is a critical precursor to loyalty (Gao et al., 2020). Recent studies, such as those by Liao et al. (2017) and Zhang et al. (2020), have emphasized the role of emotional resonance in expectation-confirmation, particularly in the context of brands with strong personalities. For university students, brands often project personalities that align with their aspirations, such as excitement, sincerity, or sophistication, creating specific expectations that, if confirmed, lead to strong loyalty (Wirtz et al., 2017). However, scholars such as Ryu and Han (2019) argue that unmet expectations can lead to dissatisfaction, undermining customer loyalty. Furthermore, ECT has been critiqued for its narrow focus on the expectation-satisfaction-loyalty continuum, as it does not adequately account for external factors such as social influence and competing alternatives, which are especially relevant in the dynamic and competitive university market (Chiu et al.,

2016). Despite this limitation, the theory remains robust for examining how brand personality impacts loyalty through expectation management and confirmation.

The relevance of ECT to the study of brand personality and customer loyalty among university students is multifaceted. First, brand personality often creates a perceived image and emotional expectation among students, who use brands to define their self-concept and social identity (Kim et al., 2018). When the personality of a brand aligns with the students' expectations—such as a brand projecting excitement to resonate with youthful enthusiasm—confirmation occurs, enhancing loyalty. Studies have demonstrated that loyalty in young consumers is driven by emotional satisfaction, often influenced by brands that reinforce self-image and identity (Prentice & Loureiro, 2018). Additionally, the dynamics of ECT allow for the analysis of how brand personality can influence repeat purchase behavior, even in competitive markets (Huang et al., 2019). For instance, university students who form strong emotional bonds with brands are less likely to switch to competitors, provided the brand consistently meets their expectations. Moreover, ECT helps in understanding the long-term effects of unmet expectations, which can lead to negative word-of-mouth and decreased loyalty (Gao et al., 2020). In sum, ECT provides a comprehensive framework for examining how brand personality influences customer loyalty among university students by focusing on the critical role of expectation management and confirmation.

### **2.3.2 Social Identity Theory**

Social Identity Theory was developed by Henri Tajfel in the late 1970s, primarily to explain intergroup behaviour and the psychological processes underpinning group membership

(Tajfel & Turner, 1979). The theory posits that individuals derive a significant portion of their self-concept from their perceived membership in social groups, which contributes to their sense of belonging and self-esteem (Hogg, 2016). Tajfel emphasized the cognitive mechanisms of categorization, identification, and comparison, which guide individuals in differentiating between in-groups and out-groups (Hornsey, 2008). Social Identity Theory suggests that individuals seek positive distinctiveness for their in-group, often by accentuating favorable comparisons between their group and relevant out-groups (Turner & Reynolds, 2010). This theory has become a foundational framework in psychology and sociology for understanding group dynamics, social influence, and identity formation (Brown, 2020).

Social Identity Theory is underpinned by three core components: social categorization, social identification, and social comparison (Stets & Burke, 2014). Social categorization involves the mental organization of individuals into groups based on shared characteristics, leading to cognitive simplifications and stereotyping (Hogg, 2016). Social identification entails the emotional attachment individuals form with their in-groups, fostering loyalty and a sense of shared purpose (Ashforth & Mael, 1989). Social comparison drives individuals to evaluate their in-groups against out-groups, often to bolster self-esteem by emphasizing the superiority of their in-group (Hornsey, 2008). Researchers have critiqued the theory for its overemphasis on intergroup bias while neglecting the complexities of intragroup processes (Capozza & Brown, 2000). Although it successfully explains group-based biases, critics argue that the theory struggles to address individual-level differences and situational factors influencing group dynamics (Abrams & Hogg, 2010). Recent studies have explored the intersection of

Social Identity Theory with consumer behaviour, particularly in understanding how group affiliations shape consumption patterns and brand preferences (Bhattacharya & Elsbach, 2015).

Social Identity Theory provides critical insights into the relationship between brand personality and customer loyalty within the food and beverage sector among university students. Brand personality can function as a social category, enabling customers to align their self-concepts with brands that reflect their desired group identities (Aaker, 1997). University students often exhibit strong brand preferences as a means of expressing individuality and group affiliation, consistent with the tenets of Social Identity Theory (Kim et al., 2018). The theory suggests that students' loyalty to food and beverage brands arises from their identification with the symbolic attributes of these brands, which resonate with their social and personal identities (Lam et al., 2010). Emotional attachment to brands can mimic the affective bonds of group membership, reinforcing loyalty and long-term engagement (Stokburger-Sauer et al., 2012). Empirical research has demonstrated that customers are more likely to remain loyal to brands perceived as embodying their group values and aspirations, underscoring the applicability of Social Identity Theory in marketing strategies targeting university demographics (Japutra et al., 2018).

### **2.3.3 Self-Congruity Theory**

The Self-Congruity Theory, first conceptualized by Sirgy, emphasizes the psychological alignment between a consumer's self-concept and a brand's image, which significantly influences consumer behaviour (Sirgy, 1986). The theory postulates that individuals tend to

favor brands whose personalities closely resemble their actual or aspirational self-views, driving stronger emotional and behavioural connections (Sirgy, 2018). Initially, this theoretical framework was rooted in social psychology and was later applied to consumer research to explore how self-congruity facilitates decision-making processes (Kressmann et al., 2006). The theory emphasizes the psychological need for consistency between personal identity and external representations, making it instrumental in understanding consumer-brand interactions (Aguirre-Rodriguez et al., 2012). It delineates two dimensions of self-congruity: actual self-congruity, reflecting alignment with one's current self-perception, and ideal self-congruity, reflecting alignment with one's aspirational self (Malär et al., 2011). Since its development, Self-Congruity Theory has become a cornerstone in examining brand-related behaviours, particularly in understanding emotional attachment and behavioural loyalty across various consumer groups (Hosany & Martin, 2012). Recent applications of the theory extend to understanding brand identity in the food and beverage sectors, underscoring its relevance in dynamic consumer markets (Das, 2019).

Self-Congruity Theory posits that consumer preferences are strongly driven by symbolic brand attributes, leading to alignment between self-image and brand image (Sirgy et al., 2016). It asserts that such alignment positively influences brand satisfaction, trust, and loyalty, all of which are critical for maintaining long-term customer relationships (Bajac et al., 2018). In a study examining food-related consumer behaviour, congruence between brand image and personal values was found to significantly predict repurchase intentions (Das, 2019). The theory has also been linked to brand personality dimensions, such as sincerity and excitement, which tend to resonate with the self-concept of younger consumers (Aaker, 1997; Maehle &

Shneor, 2015). Its underlying mechanisms can be explained through symbolic interactionism, where brands serve as vehicles for self-expression, influencing consumer commitment and emotional resonance (Swaminathan et al., 2009). Brand loyalty, as derived from self-congruity, emerges from a psychological match between the perceived brand identity and the consumer's personal and social identity (Islam et al., 2019). The theory's principles have been validated in the food and beverage industry, where symbolic attributes such as sustainability, authenticity, and health-consciousness appeal to consumers' values, thereby fostering loyalty (Fitzgerald et al., 2017). Emotional branding strategies based on self-congruity demonstrate superior effectiveness in cultivating deeper connections with consumers (Malär et al., 2011).

The relevance of Self-Congruity Theory to the relationship between brand personality and customer loyalty among university students is profound, particularly in the context of the food and beverage sector. Brand personality attributes, such as sincerity, excitement, and sophistication, have been shown to strongly align with university students' self-image, thereby reinforcing brand loyalty (Das, 2019). Younger consumers, including university students, are more likely to engage with brands that reflect their social identity, aspirations, and lifestyles, indicating the applicability of self-congruity in this demographic (Islam et al., 2019). Research reveals that self-congruity not only enhances emotional loyalty but also drives behavioural loyalty, such as repeat purchases, in youth-centered industries (Hosany & Martin, 2012). Within the food and beverage domain, self-congruity dynamics manifest in students' preferences for brands that emphasize ethical practices, health-consciousness, and uniqueness, which resonate with their ideal selves (Fitzgerald et al., 2017). The theory offers

a robust framework for exploring how brand personality shapes loyalty by connecting emotional appeal with consumer self-concept, thus serving as a valuable tool for marketers targeting this segment (Kressmann et al., 2006). The dynamics of self-congruity extend to brand advocacy behaviours, where satisfied students actively recommend congruent brands within their social networks, further amplifying loyalty (Swaminathan et al., 2009). By elucidating the interplay between self-concept, brand personality, and loyalty, Self-Congruity Theory provides critical insights for designing targeted marketing strategies in the food and beverage sector.

#### **2.3.4 Theory of Planned Behaviour**

The Theory of Planned Behaviour (TPB) was proposed by Icek Ajzen in 1985 as an extension of the Theory of Reasoned Action. Ajzen posited that individual behaviour is determined by intentions, which are, in turn, shaped by attitudes toward the behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991). This theory emerged from social psychology and emphasizes the cognitive decision-making process that leads to specific behaviours (Ajzen, 2011). Ajzen argued that behaviour is not only influenced by rational deliberation but also by an individual's control over the behaviour in question, reflecting an interplay between intention and perceived control (Ajzen, 2012). Scholars have used the TPB extensively to understand consumer behaviour and decision-making processes, making it relevant to research examining factors such as brand personality and customer loyalty (Fishbein & Ajzen, 2015). The theory has been widely applied in various fields due to its ability to provide a structured framework for analyzing the determinants of behavioural intentions (Ajzen & Schmidt, 2020). This theory underscores the importance of intention as a

central component, which is particularly significant when studying loyalty in brand-related contexts (Albarracín et al., 2018). Its robustness in predicting behaviour makes it suitable for application in understanding consumer preferences and loyalty patterns in diverse settings, including the food and beverage sector (Rivis et al., 2019).

The TPB posits that attitudes toward a behaviour, subjective norms, and perceived behavioural control collectively determine behavioural intentions, which ultimately predict actual behaviour (Ajzen, 1991). Attitudes refer to the degree to which an individual evaluates the behaviour as favorable or unfavorable, shaped by their beliefs and perceptions of outcomes (Conner & Armitage, 2016). Subjective norms refer to the perceived social pressure to perform or not perform a particular behaviour, influenced by significant others, such as family, peers, or society (Madden et al., 2017). Perceived behavioural control reflects the individual's assessment of their ability to perform the behaviour, based on past experiences and anticipated obstacles (Ajzen, 2011). Recent studies have validated the predictive power of the TPB in consumer contexts, revealing its strength in explaining intentions and behaviours related to product choice and loyalty (Cheung & Thadani, 2017; Memon et al., 2019). Critics of the TPB argue that it oversimplifies the complexity of human behaviour by emphasizing rational decision-making and neglecting emotional and situational factors (Sniehotta et al., 2014). Nevertheless, it remains a dominant theory due to its adaptability and comprehensive framework for understanding intention-driven behaviours (Schüz et al., 2016). The theory's applicability in analyzing loyalty is strengthened by its integration of perceived control, which acknowledges that external factors influence consumer behaviour (Han & Yoon, 2015). These components of the TPB align well with the

study of brand personality and customer loyalty, which often involve multifaceted influences on decision-making (Cheng et al., 2019).

The relevance of the TPB in examining the relationship between brand personality and customer loyalty among university students in the food and beverage sector is significant, as it provides a structured lens through which to evaluate the underlying cognitive and social determinants. Attitudes toward a brand's personality traits, such as sincerity, excitement, or competence, influence loyalty intentions by shaping positive perceptions of the brand's identity (Keller & Richey, 2017). Subjective norms among university students, including peer influence and cultural trends, act as social pressures that impact loyalty to specific food and beverage brands (Aliman et al., 2017). Perceived behavioural control is particularly relevant, as financial constraints and accessibility influence students' ability to consistently patronize a brand, thereby affecting their loyalty behaviours (Lantos, 2015). The TPB's emphasis on intention aligns with the psychological mechanisms that drive loyalty, highlighting the cognitive evaluations that students engage in when associating with particular brand personalities (Aaker, 2016). The theory also facilitates the understanding of how these cognitive processes interact with external influences, such as promotional efforts by brands or changes in the competitive landscape, which are critical in shaping loyalty patterns in the food and beverage industry (Wang & Horng, 2016). Given its robust theoretical framework and empirical support, the TPB provides a valuable foundation for exploring the dynamic interplay between brand personality and customer loyalty in this specific demographic and sector (Bianchi et al., 2017).

## **2.4 Theoretical Framework**

This study adopts the Expectation-Confirmation Theory (ECT) as its theoretical framework. The theory posits that customer loyalty is influenced by the confirmation or disconfirmation of expectations, which subsequently affects customer satisfaction and future behavioral intentions. ECT suggests that when consumers' pre-purchase expectations are met or exceeded by their actual experience, they are likely to exhibit satisfaction and repeat purchase behavior. Since its inception, the theory has been widely adopted in various fields such as e-commerce, service quality, and brand management (Bhattacharjee, 2001; Lin et al., 2015). In the context of branding, ECT can be used to explore how the personality of a brand sets certain expectations among customers, particularly university students, whose purchasing decisions are heavily influenced by emotional and aspirational factors (Kim et al., 2019).

## **2.5 Empirical Review**

Akinwale and Oyetayo (2021) explored the influence of brand personality on customer loyalty in the Nigerian beverage industry among university students in Lagos State. The study employed a survey design and gathered 250 valid responses through a structured questionnaire distributed to undergraduate students. Data were analyzed using structural equation modeling (SEM). The findings revealed that brand personality dimensions such as sincerity and excitement positively influenced customer loyalty, while sophistication and ruggedness had minimal impact. The study recommended that beverage companies tailor their branding strategies to align with the personality traits that resonate with university students for enhanced loyalty.

Chukwu and Nwafor (2022) investigated the role of brand personality in driving loyalty among university students in Nigeria's fast-food sector. Conducted in Enugu State, the study surveyed 180 respondents using a structured questionnaire. Regression analysis was applied to test the relationship between brand personality dimensions and customer loyalty. The results demonstrated that excitement and competence significantly influenced customer loyalty, while sincerity and sophistication had indirect effects. The researchers recommended that fast-food brands emphasize competence in service delivery and create exciting customer experiences to foster loyalty among the student demographic.

Martins et al. (2020) examined the relationship between brand personality and customer loyalty in the beverage industry among university students in South Africa. Using a sample of 300 students, the researchers employed a cross-sectional survey design. Data were analyzed using confirmatory factor analysis (CFA) and multiple regression. Findings revealed that excitement, competence, and sincerity significantly predicted customer loyalty, while ruggedness negatively influenced loyalty. The study concluded that beverage companies should avoid brand traits perceived as overly rugged to maintain student loyalty.

In their study, Okanlawon and Adeyemi (2021) focused on the effect of brand personality on customer loyalty in Nigeria's alcoholic beverage market, specifically targeting university students in Ibadan. A total of 270 valid responses were obtained via convenience sampling. Data analysis through SEM revealed that excitement and sophistication strongly influenced customer loyalty. Sincerity and competence had a moderate effect, while ruggedness was not

significant. The researchers suggested that marketing campaigns for alcoholic beverages highlight sophistication and excitement to appeal to young adult customers.

Ali and Ahmed (2020) conducted a study in Pakistan to evaluate the impact of brand personality on customer loyalty in the cosmetics industry among university students. The sample included 350 participants who completed structured questionnaires. Using PLS-SEM, the study found that sincerity and excitement were the strongest predictors of loyalty, followed by competence and sophistication. The study recommended that cosmetic brands focus on sincere and exciting branding elements to enhance loyalty among students.

Ugochukwu and Eze (2022) explored the role of brand personality in fostering loyalty among Nigerian students in the soft drink market. The study, conducted in Anambra State, involved 200 valid responses collected via a survey questionnaire. Analysis using regression techniques revealed that sincerity and excitement were the most significant contributors to loyalty. Competence had a moderate effect, while ruggedness and sophistication were not statistically significant. The study advised soft drink companies to leverage sincerity and excitement in their branding to deepen customer loyalty within the university student segment.

Chen and Wang (2021) investigated the impact of brand personality on customer loyalty in the snack food industry among Chinese university students. The study adopted a cross-sectional survey design and involved 320 students from universities in Beijing. Data were analyzed using SEM, which showed that sincerity, excitement, and competence positively influenced loyalty, while ruggedness negatively impacted it. The authors recommended the

use of sincere and competent branding messages to build long-term loyalty in the snack food sector.

Adeola and Adeyemi (2022) studied the effects of brand personality dimensions on customer loyalty in Nigeria's bottled water industry, focusing on students in Abuja. Using a sample size of 220 students, data were analyzed through multiple regression analysis. The findings revealed that excitement and competence significantly enhanced loyalty, while ruggedness had no meaningful effect. The study recommended that bottled water companies develop branding strategies that exude competence and excitement to sustain customer loyalty in a highly competitive market.

Smith and Johnson (2020) explored the relationship between brand personality and customer loyalty among American university students in the energy drink market. The research utilized an online survey to collect data from 400 respondents. Data were analyzed using CFA and regression analysis. The study showed that excitement and ruggedness were the most significant predictors of loyalty, followed by competence. The authors recommended that energy drink brands incorporate exciting and rugged traits into their marketing campaigns to appeal to their target market.

Musa and Adebayo (2021) examined the role of brand personality in influencing loyalty among Nigerian students in the fashion retail sector. Conducted in Lagos State, the study gathered 280 valid responses via a structured questionnaire. SEM analysis revealed that sophistication and competence were the strongest predictors of loyalty, while sincerity and

ruggedness had limited impact. The study recommended that fashion brands targeting university students emphasize sophistication and competence in their branding efforts.

**Table 2.1: Summary of Empirical Review**

<b>S/N O</b>	<b>Author</b>	<b>Year</b>	<b>Topic</b>	<b>Methodology</b>	<b>Findings</b>	<b>Recommendation</b>
1	Akinwale & Oyetayo	2021	Influence of brand personality on customer loyalty in Nigeria's beverage industry among university students	Survey design; 250 responses; SEM analysis	Sincerity and excitement positively influenced loyalty; sophistication and ruggedness had minimal impact.	Beverage companies should tailor branding to sincerity and excitement traits to resonate with university students for enhanced loyalty.
2	Chukwu & Nwafor	2022	Role of brand personality in driving loyalty in Nigeria's fast-food sector	Survey design; 180 respondents; regression analysis	Excitement and competence significantly influenced loyalty; sincerity and sophistication had indirect effects.	Fast-food brands should emphasize competence in service delivery and create exciting customer experiences to foster loyalty among students.
3	Martins et al.	2020	Relationship between brand personality and customer loyalty in South Africa's	Cross-sectional survey; 300 respondents; CFA and multiple regression analysis	Excitement, competence, and sincerity positively predicted loyalty; ruggedness negatively influenced	Beverage companies should avoid overly rugged brand traits and focus on excitement, competence, and sincerity to maintain loyalty.

			beverage industry		loyalty.	
4	Okanlawon & Adeyemi	2021	Effect of brand personality on loyalty in Nigeria's alcoholic beverage market	Survey design; 270 responses; SEM analysis	Excitement and sophistication strongly influenced loyalty; sincerity and competence had moderate effects; ruggedness was insignificant.	Marketing campaigns for alcoholic beverages should highlight sophistication and excitement to appeal to young adult customers.
5	Ali & Ahmed	2020	Impact of brand personality on loyalty in Pakistan's cosmetics industry	Survey design; 350 respondents; PLS-SEM analysis	Sincerity and excitement were the strongest predictors of loyalty, followed by competence and sophistication .	Cosmetic brands should focus on sincere and exciting branding elements to enhance loyalty among university students.
6	Ugochukwu & Eze	2022	Role of brand personality in fostering loyalty in Nigeria's soft drink market	Survey design; 200 respondents; regression analysis	Sincerity and excitement were the most significant contributors to loyalty; competence had moderate effects; ruggedness and sophistication	Soft drink companies should leverage sincerity and excitement in their branding to enhance customer loyalty among university students.

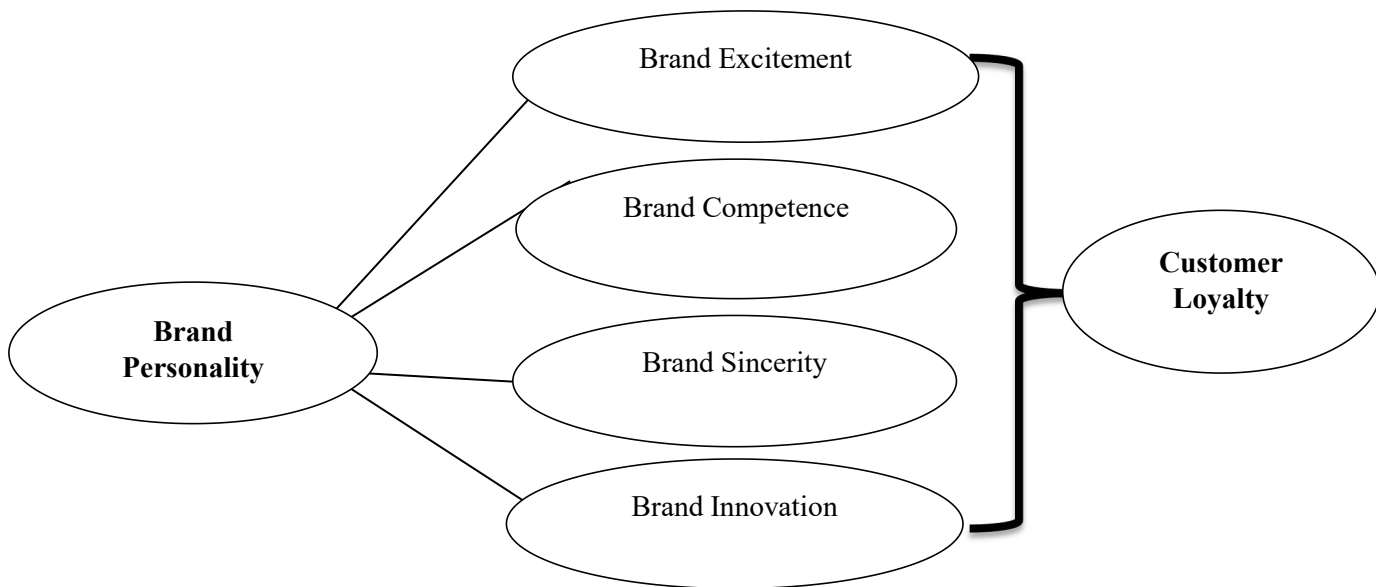
					were insignificant.	
7	Chen & Wang	2021	Impact of brand personality on loyalty in China's snack food industry	Cross-sectional survey; 320 respondents; SEM analysis	Sincerity, excitement, and competence positively influenced loyalty; ruggedness negatively impacted loyalty.	Snack food brands should use sincere and competent branding messages to build long-term loyalty in the student demographic.
8	Adeola & Adeyemi	2022	Effects of brand personality on loyalty in Nigeria's bottled water industry	Survey design; 220 respondents; multiple regression analysis	Excitement and competence significantly enhanced loyalty; ruggedness had no meaningful effect.	Bottled water companies should develop branding strategies that emphasize competence and excitement to sustain loyalty in competitive markets.
9	Smith & Johnson	2020	Relationship between brand personality and loyalty in the U.S. energy drink market	Online survey; 400 respondents; CFA and regression analysis	Excitement and ruggedness were the strongest predictors of loyalty, followed by competence.	Energy drink brands should incorporate exciting and rugged traits into marketing campaigns to appeal to university students.
10	Musa & Adebayo	2021	Role of brand personality in loyalty in Nigeria's	Survey design; 280 responses; SEM analysis	Sophistication and competence were the strongest	Fashion brands targeting students should emphasize sophistication and competence in

			fashion retail sector		predictors of loyalty; sincerity and ruggedness had limited impact.	branding efforts.
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**Author's Compilation (2024)**

## 2.6 Conceptual Framework

The conceptual framework of the study which links the independent variables (brand excitement, brand competence, brand sincerity, and brand innovation) to the dependent variable (customer loyalty) is presented in Figure 2.1 below.



**Figure 2.1: Conceptual Framework (Author's construction, 2024)**

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

The focus of this chapter was on research methodology. This involved discussing pertinent issues related to the research design, population of the study, sample size and sampling techniques, sources of data, operationalisation and measurement of variables, research instrument, method of data collection, method of data analysis and model specification.

#### **3.2 Research Design**

This study will adopt a quantitative research design, employing a cross-sectional survey methodology. This design is justified as it facilitates the collection of data from a large sample within a specific timeframe, enhancing the generalizability of the findings (Sue & Ritter, 2012). Distributing questionnaires will enable the efficient gathering of data, ensuring a broad representation of the population (Bryman, 2016).

### 3.3 Population of the Study

The population of the study will consist of the total number of undergraduate full time students of the University of Benin which was 32,951 (Retrieved 12<sup>th</sup> September, 2024 from ICT/CRPU University of Benin).

The breakdown of the population is presented in the table below:

**Table 3.1: Population Distribution of the Study**

S/N	FACULTY	POPULATION OF STUDENTS
1	Agriculture	1,215
2	Arts	4,311
3	Basic Medical Science	3,466
4	Dentistry	141
5	Education	4,123
6	Engineering	3,786
7	Environment Science	831
8	Law	944
9	Life Science	3,969
10	Management Science	3,086
11	Pharmacy	1,106
12	Physical Science	2,252
13	Social Science	2,511
14	Medicine	823

15	Veterinary Medicine	128
16	Institute of Education	167
17	SPESSE	92
<b>TOTAL</b>		<b>32,951</b>

**Source: ICT/CRPU University of Benin (2024)**

### 3.4 Sample Size and Sampling Technique

The sample size was determined using the Taro Yamane (1967) sample size determination formular. The formular is stated as;

$$n = \frac{N}{1 + N(e)^2}$$

In the formular above;

n is the required sample size from the population understudy

N is the whole population that is understudy

e is the precision or sampling error which is usually 0.05 for management sciences

Therefore;

$$n = \frac{32,951}{1 + 32,951(0.05)^2}$$

$$n = \frac{32,951}{1 + 32,951(0.0025)}$$

$$n = \frac{32,951}{1+82.38}$$

$$n = \frac{32,951}{83.38}$$

$$n = 395$$

Therefore, the sample size of the study is 395. However, the simple random sampling technique which allows all units in the population to have an equal chance of being selected was adopted by the study. Adopting this sampling technique, the questionnaire was distributed to the respondents across various departments of the University of Benin as follows:

**Table 3.2: Sample Distribution of the Study**

S/N	FACULTY	POPULATION OF STUDENTS	CALCULATION	SAMPLE SIZE OF STUDENTS
1	Agriculture	1,215	$\frac{1,215}{32,951} \times \frac{395}{1}$	15
2	Arts	4,311	$\frac{4,311}{32,951} \times \frac{395}{1}$	52
3	Basic Medical Science	3,466	$\frac{3,446}{32,951} \times \frac{395}{1}$	42
4	Dentistry	141	$\frac{141}{32,951} \times \frac{395}{1}$	2
5	Education	4,123	$\frac{4,123}{32,951} \times \frac{395}{1}$	49
6	Engineering	3,786	$\frac{3,786}{32,951} \times \frac{395}{1}$	45
7	Environment Science	831	$\frac{831}{32,951} \times \frac{395}{1}$	10
8	Law	944	$\frac{944}{32,951} \times \frac{395}{1}$	11

9	Life Science	3,969	$\frac{3,969}{32,951} \times \frac{395}{1}$	48
10	Management Science	3,086	$\frac{3,086}{32,951} \times \frac{395}{1}$	37
11	Pharmacy	1,106	$\frac{1,106}{32,951} \times \frac{395}{1}$	13
12	Physical Science	2,252	$\frac{2,252}{32,951} \times \frac{395}{1}$	27
13	Social Science	2,511	$\frac{2,511}{32,951} \times \frac{395}{1}$	30
14	Medicine	823	$\frac{823}{32,951} \times \frac{395}{1}$	10
15	Veterinary Medicine	128	$\frac{128}{32,951} \times \frac{395}{1}$	2
16	Institute of Education	167	$\frac{167}{32,951} \times \frac{395}{1}$	2
17	SPESSSE	92	$\frac{92}{32,951} \times \frac{395}{1}$	1
<b>TOTAL</b>		<b>32,951</b>		<b>395</b>

Source: ICT/CRPU University of Benin (2024)

### 3.5 Sources of Data

The nature of the study necessitated the use of primary data. The data was collected through the administration of questionnaires to respondents who are students of University of Benin.

### 3.6 Operational and Measurement of Variables

Variables measured in this study focused on brand excitement, brand competence, brand sincerity, brand innovation, and customer loyalty. The operationalisation of the variables is presented in Table 3.3.

**Table 3.3 Operationalization of Variables**

S/N	Variables	Operationalization	Measurement	Question Number
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**Demography Data (Section A)**

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1	Gender	Sex of the respondents	Two point categorical scale	Question 1
2	Age	Number of years since birth of the respondents.	Four point interval scale	Question 2
3	Class Level	Class level currently attained of the respondents.	Six point interval scale	Question 3
4	Income Level	Income level of respondents	Four point interval scale	Question 4
5	Educational Qualification	Highest educational qualification of respondents	Four point interval scale	Question 5

**Dependent Variable (Section B)**

5	Customer Loyalty of Food and Beverage	The consistent preference and commitment of University of Benin students to repurchase and recommend specific food and beverage brands due to satisfaction and positive brand perception.	Five point Likert-type questions	Question 6-10
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**Independent Variable (Section B)**

6	Brand Excitement	The extent to which a food and beverage brand evokes feelings of energy, enthusiasm, and adventure among University of Benin students.	Five point Likert-type questions	Question 11-15
7	Brand Competence	The perception of a food and beverage brand's reliability, expertise, and ability to deliver high-quality products and services consistently to meet customer expectations.	Five point Likert-type questions	Question 16-20
8	Brand Sincerity	The perception of a food and beverage brand as honest, trustworthy, and genuinely	Five point Likert-type questions	Question 21-25

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		committed to meeting the needs and expectations of University of Benin students.	
9	Brand Innovation	The ability of a food and beverage brand to introduce novel products, services, or experiences that meet the evolving preferences of University of Benin students.	Five point Likert-type questions Question 26-30

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**(Source: Researcher, 2024)**

### **3.7 Research Instrument**

The instrument of data collection is a questionnaire, developed by the researcher. The questionnaire will be used to obtain information about the study by linking all the items to the specific objectives. It contained items with a combination of closed-ended questions. The Likert's five-point scale and summated scale were used for measuring responses (Kothari, 2009). The questionnaire was structured in two sections. Section A solicited information on the respondents' demography. Section B consisted of questions on the variables of the study. Responses was rated on a 5 point Likert scale for which 1 (one) is strongly disagree and 5 (five) is strongly agree.

#### **3.7.1 Validity of the Research Instrument**

The validity of the questionnaire will be confirmed by the researcher's supervisor, an expert in the field of Marketing. The supervisor's feedback, suggestions, and recommendations will be incorporated to develop the final version of the instrument.

### 3.7.2 Reliability of the Research Instrument

A lack of reliability may occur due to discrepancies between observers or measurement instruments, such as questionnaires, or due to inconsistencies in the attribute being measured, which can ultimately impact the validity of the questionnaire. To assess the reliability of the research instrument (questionnaire), the Cronbach's Alpha coefficient will be employed. The reliability of the data for the variables will be determined using the Cronbach's Alpha ( $\alpha$ ) coefficient, which ranges from 0 to 1 (Bayram, 2004). A Cronbach's Alpha value of 0.50 or higher will be considered sufficient to establish the reliability of the research instrument. This analysis will be conducted using the SPSS software package, version 22.

**Table 3.4: Results of Reliability Test**

S/N	Variables	Number of Items	Cronbach Alpha Value
1.	Customer Loyalty	6-10 (5 Items)	0.671
2.	Brand Excitement	11-15 (5 Items)	0.569
3.	Brand Commitment	16-20 (5 Items)	0.786
4.	Brand Sincerity	21-25 (5 Items)	0.856
5.	Brand Innovation	26-30 (5 Items)	0.860

**Source: Researcher, 2025.**

The Cronbach Alpha Value for each of the variables was found to be above 0.5 indicating that the questionnaire items were reliable for the study.

### **3.8 Method of Data Collection**

In this study the main data collection instruments will be the questionnaires containing just close ended questions. Questionnaires are preferred because they are effective data collection instruments that allow respondents to give much of their opinions pertaining to the research problem. The questionnaires will use the five Likert scale (from strongly agree to strongly disagree). The questionnaires were administered to students of University of Benin, Benin City, Edo State. The questionnaires contained an introductory letter introducing the researcher to the respondents and explaining the purpose of the research. Respondents will be assured of strict confidentiality of the information they have shared with the researcher and that the information was strictly for research purposes. This will be done in order to enhance the response rate.

### **3.9 Method of Data Analysis**

The responses from the questionnaire administered will be analysed using descriptive statistic, Pearson correlation matrix and linear regression. The descriptive method described the demography of respondents using frequency and percentage. The Pearson correlation matrix will be used to examine the close relationship between variables, regression analysis will be conducted for the study's hypotheses testing. The analysis will be conducted using the Statistical Packages for Social Sciences (SPSS 22) econometric software.

### **3.10 Model Specification**

The model specification considered suitable by the researcher is a multiple linear regression model as follows:

$$\text{Customer Loyalty} = f(\text{Brand Personality}) \text{ ----- (3.1)}$$

$$\text{Customer Loyalty} = f(\text{Brand Excitement, Brand Competence, Brand Sincerity, Brand Innovation}) \text{ ----- (3.2)}$$

$$\text{CL} = \beta_1\text{BE} + \beta_2\text{BC} + \beta_3\text{BS} + \beta_4\text{BI} + \varepsilon \text{ ----- (3.3)}$$

Where;

CL – Customer Loyalty.

BE – Brand Excitement.

BC – Brand Competence.

BS – Brand Sincerity.

BI – Brand Innovation.

$\beta_1, \beta_2, \beta_3, \beta_4$ - Coefficients

$\varepsilon$  – Error term

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

This chapter presents a detailed analysis of the data obtained from participants through the field survey. A total of 395 undergraduate students of various faculties in the University of Benin was targeted, which was rounded off to 400. Four hundred (400) responses were therefore retrieved through google form and thus used for the analysis which is presented, discussed and interpreted in this chapter.

#### **4.2 Demographic Profile of the Respondents**

In the demographic data, factors such as gender, age, class level, highest educational qualification, and income level were thoroughly assessed.

**Table 4.1: Demographic Profile of the Respondents**

<b>Demographic Variables</b>	<b>Categories</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	192	48.0
	Female	208	52.0
	<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Age Group</b>	20 years and below	72	18.0
	21 – 30 years	323	80.8
	31 – 40 years	5	1.3
	<b>Total</b>	<b>400</b>	<b>100.0</b>
	<b>Class Level</b>	100 Level	16
	200 Level	63	15.8
	300 Level	112	28.0
	400 Level	116	29.0
	500 Level	48	12.0
	600 Level	45	11.3
	<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Income Level</b>	20,000 and below	125	31.3
	20,001-40,000	172	43.0
	40,001-60,000	71	17.8
	60,001 and above	32	8.0
	<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Educational Level</b>	FSLC	2	0.5
	SSCE	357	89.3
	ND/OND	13	3.3
	BSC	28	7.0
	<b>Total</b>	<b>400</b>	<b>100.0</b>

**Source:** Author's Computation (2025)

In examining the demographic profile of the study participants as presented in Table 4.1, we note the following:

**Gender:** The gender distribution reveals a fairly balanced representation, with males constituting 48.0% (n=192) and females making up 52.0% (n=208).

**Age Group:** The majority of respondents (80.8%) fall within the 21–30 years age bracket, indicating a predominantly young population. A smaller proportion (18.0%) is 20 years or below, while only 1.3% are between 31–40 years, suggesting limited representation of older age groups.

**Class Level:** The highest representation comes from 400-level students (29.0%), followed by 300-level (28.0%). The lower levels, 100 (4.0%) and 200 (15.8%), have the least representation.

**Income Level:** A significant proportion of respondents (43.0%) earn between ₦20,001-40,000, while 31.3% earn ₦20,000 or below, indicating a generally low-income demographic. Only 8.0% report earnings above ₦60,000.

**Educational Level:** The majority (89.3%) hold SSCE as their highest qualification, while 7.0% possess a Bachelor's degree. A small fraction (0.5%) holds only FSLC, showing that most respondents have at least secondary education.

### 4.3 Descriptive Analysis

This section provides a comprehensive analysis of brand personality and customer loyalty of food and beverage among University of Benin students.

**Table 4.2: Descriptive Analysis of Customer Loyalty.**

S/N	ITEM	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
6	I frequently purchase food and beverages from the same outlets on campus because of my satisfaction with their offerings.	42 (10.5%)	117 (29.3%)	153 (38.3%)	75 (18.8%)	13 (3.3%)	<b>3.24</b>
7	I would recommend my favorite food and beverage vendors on campus to other students without hesitation.	58 (14.5%)	110 (27.5%)	124 (31.0%)	78 (19.5%)	30 (7.5%)	<b>3.22</b>
8	Even when other vendors offer promotions, I prefer sticking to my regular choice for food and beverages.	36 (9.0%)	98 (24.5%)	155 (38.8%)	86 (21.5%)	25 (6.3%)	<b>3.08</b>
9	I feel a sense of trust and reliability with certain food vendors on campus.	61 (15.3%)	122 (30.5%)	134 (33.5%)	64 (16.0%)	19 (4.8%)	<b>3.36</b>
10	The quality of service provided by my preferred food and beverage outlets motivates me to keep returning.	110 (27.5%)	163 (40.8%)	93 (23.3%)	30 (7.5%)	4 (1.0%)	<b>3.86</b>
	<b>Average</b>						<b>3.35</b>

Source; Researcher – Field Work (2025)

The average mean score of 3.35 indicates a moderate level of customer loyalty among respondents. A total of 159 respondents (39.8%) agree or strongly agree that they frequently purchase from the same outlets due to satisfaction (Mean = 3.24). A combined 168 respondents (42.0%) would recommend their favorite vendors, while 108 respondents (27.0%) disagree or strongly disagree (Mean = 3.22). Preference for regular vendors despite promotions shows 134 respondents (33.5%) agreeing, while 111 respondents (27.8%) disagree (Mean = 3.08). Trust and reliability in vendors receive 183 agreements (45.8%), with 83 respondents (20.8%) expressing disagreement (Mean = 3.36). Service quality as a motivation for repeat visits records the highest agreement, with 273 respondents (68.3%) in favor and only 34 respondents (8.5%) disagreeing (Mean = 3.86).

**Table 4.3: Descriptive Analysis of Brand Excitement.**

S/N	ITEM	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean (x̄)
11	I feel thrilled to try new products from my favorite food and beverage brands.	50 (12.5%)	123 (30.8%)	147 (36.8%)	65 (16.3%)	15 (3.8%)	3.32
12	The brands I patronize often come up with creative and innovative product options.	62 (15.5%)	129 (32.3%)	127 (31.8%)	58 (14.5%)	24 (6.0%)	3.36
13	I find the marketing campaigns of food and beverage brands I prefer to be lively and engaging.	40 (10.0%)	115 (28.7%)	153 (38.3%)	74 (18.5%)	18 (4.5%)	3.21
14	Food and beverage brands I like offer a refreshing experience every time I interact with them.	68 (17.0%)	159 (39.8%)	114 (28.5%)	50 (12.5%)	9 (2.3%)	3.57
15	The packaging and presentation of products from my favorite brands make them feel exciting.	74 (18.5%)	174 (43.5%)	123 (30.8%)	27 (6.8%)	2 (0.5%)	3.73
	<b>Average</b>						<b>3.44</b>

**Source; Researcher– Field Work (2025)**

The average mean score of 3.44 indicates a moderate to high perception of brand excitement among respondents. A total of 173 respondents (43.3%) agree or strongly agree that trying new products from their favorite brands excites them, while 80 respondents (20.1%) disagree (Mean = 3.32). A combined 191 respondents (47.8%) believe their preferred brands introduce creative and innovative products, whereas 82 respondents (20.5%) disagree (Mean = 3.36). Marketing campaigns are perceived as lively and engaging by 155 respondents (38.7%),

while 92 respondents (23.0%) disagree (Mean = 3.21). A refreshing brand experience receives the strongest agreement, with 227 respondents (56.8%) in favor and only 59 respondents (14.8%) disagreeing (Mean = 3.57). Packaging and presentation generate the highest excitement, with 248 respondents (62.0%) agreeing and only 29 respondents (7.3%) disagreeing (Mean = 3.73).

**Table 4.4: Descriptive Analysis of Brand Commitment**

S/N	ITEM	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
16	I feel a strong connection to my preferred food and beverage brand on campus.	37 (9.3%)	110 (27.5%)	165 (41.3%)	82 (20.5%)	6 (1.5%)	<b>3.22</b>
17	I consistently choose the same food and beverage brand even when other options are available.	51 (12.8%)	117 (29.3%)	127 (31.8%)	80 (20.0%)	25 (6.3%)	<b>3.22</b>
18	I would recommend my favorite food and beverage brand to my friends and classmates.	41 (10.3%)	114 (28.5%)	148 (37.0%)	74 (18.5%)	23 (5.8%)	<b>3.19</b>
19	I am willing to go out of my way to purchase my favorite food and beverage brand, even if it is less convenient.	44 (11.0%)	121 (30.3%)	149 (37.3%)	75 (18.8%)	11 (2.8%)	<b>3.28</b>
20	I trust the quality of my preferred food and beverage brand and rarely consider alternatives.	79 (19.8%)	167 (41.8%)	117 (29.3%)	34 (8.5%)	3 (0.8%)	<b>3.71</b>
<b>Average</b>							<b>3.32</b>

**Source: Field Work (2025)**

The average mean score of 3.32 suggests a moderate level of brand commitment among respondents. A total of 147 respondents (36.8%) feel a strong connection to their preferred food and beverage brand, while 88 respondents (22.0%) disagree (Mean = 3.22). Consistent brand choice despite alternatives is reported by 168 respondents (42.1%), whereas 105 respondents (26.3%) disagree (Mean = 3.22). Willingness to recommend a favorite brand is affirmed by 155 respondents (38.8%), with 97 respondents (24.3%) in disagreement (Mean = 3.19). A total of 165 respondents (41.3%) are willing to go out of their way for their preferred brand, while 86 respondents (21.5%) disagree (Mean = 3.28). Trust in brand quality records the highest commitment, with 246 respondents (61.6%) agreeing and only 37 respondents (9.3%) disagreeing (Mean = 3.71).

**Table 4.5: Descriptive Analysis of Brand Sincerity.**

S/N	ITEM	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
21	The food and beverage brand I prefer always delivers on its promises.	26 (6.5%)	113 (28.2%)	143 (35.8%)	100 (25.0%)	18 (4.5%)	<b>3.07</b>
22	I believe this brand genuinely cares about the well-being of its customers.	53 (13.3%)	121 (30.3%)	125 (31.3%)	78 (19.5%)	23 (5.8%)	<b>3.26</b>
23	This brand is transparent about the ingredients and quality of its products.	40 (10.0%)	120 (30.0%)	131 (32.8%)	83 (20.8%)	26 (6.5%)	<b>3.16</b>
24	I trust this brand to prioritize ethical practices in its production and distribution.	48 (12.0%)	148 (37.0%)	136 (34.0%)	55 (13.8%)	13 (3.3%)	<b>3.40</b>
25	The brand's communication (e.g., advertisements, social media) feels honest and	90 (22.5%)	171 (42.8%)	110 (27.5%)	21 (5.3%)	8 (2.0%)	<b>3.78</b>

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relatable.

**Average**

**3.33**

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**Source; Researcher– Field Work (2025)**

The average mean score of 3.33 indicates a moderate perception of brand sincerity among respondents. A total of 139 respondents (34.7%) agree that their preferred food and beverage brand consistently delivers on its promises, while 118 respondents (29.5%) disagree (Mean = 3.07). Belief in the brand's genuine concern for customer well-being is expressed by 174 respondents (43.6%), whereas 101 respondents (25.3%) disagree (Mean = 3.26). Transparency in product ingredients and quality is acknowledged by 160 respondents (40.0%), while 109 respondents (27.3%) disagree (Mean = 3.16). Ethical production and distribution practices receive support from 196 respondents (49.0%), with 68 respondents (17.1%) in disagreement (Mean = 3.40). Honest and relatable brand communication records the highest agreement, with 261 respondents (65.3%) in favor and only 29 respondents (7.3%) in disagreement (Mean = 3.78).

**Table 4.6: Descriptive Analysis of Brand Innovation.**

S/N	ITEM	SA (5) f/(%)	A (4) f/(%)	U (3) f/(%)	D (2) f/(%)	SD (1) f/(%)	Mean ( $\bar{x}$ )
26	The food and beverage brands I patronize often introduce new and exciting product options.	31 (7.8%)	132 (33.0%)	147 (36.8%)	76 (19.0%)	14 (3.5%)	<b>3.22</b>
27	I prefer brands that offer unique flavors or packaging that stands out from competitors.	52 (13.0%)	126 (31.5%)	114 (28.5%)	81 (20.3%)	27 (6.8%)	<b>3.24</b>
28	Brands that consistently update their menu or product line keep my interest.	38 (9.5%)	115 (28.7%)	129 (32.3%)	98 (24.5%)	20 (5.0%)	<b>3.13</b>
29	I value brands that incorporate the latest food and beverage trends to appeal to customers.	58 (14.5%)	130 (32.5%)	134 (33.5%)	64 (16.0%)	14 (3.5%)	<b>3.38</b>
30	The brands I support make me feel they are constantly improving and evolving.	96 (24.0%)	169 (42.3%)	103 (25.8%)	23 (5.8%)	9 (2.3%)	<b>3.80</b>
	<b>Average</b>						<b>3.35</b>

**Source; Researcher– Field Work (2025)**

The average mean score of 3.35 suggests a moderate perception of brand innovation among respondents. A total of 163 respondents (40.8%) agree that their preferred brands introduce new and exciting products, while 90 respondents (22.5%) disagree (Mean = 3.22). Preference for unique flavors or packaging is expressed by 178 respondents (44.5%), whereas 108 respondents (27.1%) disagree (Mean = 3.24). Brands that frequently update their menu maintain the interest of 153 respondents (38.2%), while 118 respondents (29.5%) disagree

(Mean = 3.13). The incorporation of the latest trends appeals to 188 respondents (47.0%), with 78 respondents (19.5%) in disagreement (Mean = 3.38). Continuous improvement and evolution receive the strongest agreement, with 265 respondents (66.3%) in favor and only 32 respondents (8.1%) disagreeing (Mean = 3.80).

#### **4.4 Correlation Analysis of Brand Personality and Customer Loyalty of Food and Beverage Among University of Benin Students**

The results from the correlation analysis provide insights into the character and orientation of the connection between the dependent and independent variables. While the correlation coefficient doesn't denote a direct functional dependence, it serves as a preliminary indicator of the strength and trend of this relationship. The details of these findings will be elaborated upon in the subsequent discussion.

**Table 4.7: Correlation Results of Brand Personality and Customer Loyalty of Food and Beverage Among University of Benin Students**

		Correlations				
		CL	BE	BC	BS	BI
CL	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	400				
BE	Pearson Correlation	.470**	1			
	Sig. (2-tailed)	.000				
	N	400	400			
BC	Pearson Correlation	.467**	.556**	1		
	Sig. (2-tailed)	.000	.000			
	N	400	400	400		
BS	Pearson Correlation	.425**	.528**	.489**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	400	400	400	400	
BI	Pearson Correlation	.342**	.403**	.412**	.487**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	400	400	400	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: Author's Estimation from SPSS 22, 2025.**

The correlation results indicate a statistically significant positive relationship between brand personality dimensions and customer loyalty among University of Benin students. Brand excitement ( $r = .470$ ,  $p = .000$ ) and brand commitment ( $r = .467$ ,  $p = .000$ ) show the strongest correlations with customer loyalty, suggesting that students who perceive food and beverage brands as exciting and engaging tend to exhibit higher loyalty. Brand sincerity ( $r = .425$ ,  $p = .000$ ) also has a strong positive correlation, indicating that trust and ethical practices contribute to loyalty. Brand innovation ( $r = .342$ ,  $p = .000$ ) has the weakest correlation, though still significant, implying that while product evolution influences loyalty, it is less

critical than other brand personality traits. The inter-correlations among brand personality traits are all significant, with brand commitment and brand excitement having the highest relationship ( $r = .556$ ,  $p = .000$ ), showing that brands perceived as exciting tend to inspire stronger emotional attachment.

#### 4.5 Diagnostics Test

**Table 4.8 Collinearity statistics**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	BE	.596	1.678
	BC	.621	1.611
	BS	.604	1.656
	BI	.713	1.403

**SPSS output, Version 22**

The collinearity statistics indicate that multicollinearity is not a concern in the regression model, as all Variance Inflation Factor (VIF) values are below the critical threshold of 10. Brand excitement (VIF = 1.678, Tolerance = 0.596), brand commitment (VIF = 1.611, Tolerance = 0.621), brand sincerity (VIF = 1.656, Tolerance = 0.604), and brand innovation (VIF = 1.403, Tolerance = 0.713) exhibit acceptable levels of collinearity. The relatively low VIF values suggest that independent variables are not highly correlated, ensuring the reliability of the regression estimates.

#### 4.6 Test of Hypotheses

The research hypotheses were tested utilising regression analysis in order to achieve the current study's objectives. The hypotheses were evaluated with an Alpha level of significance

of 0.05 (Decision rule: computed level of significance <0.05, reject null hypothesis; computed level of significance >0.05, accept null hypothesis).

**Table 4.9a Model Summary of Brand Personality and Customer Loyalty of Food and Beverage Among University of Benin Students**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change	
1	.555 <sup>a</sup>	.308	.301	.54384	.308	43.945	4	3 9 5	.000	1.893

a. Predictors: (Constant), BI, BE, BC, BS

b. Dependent Variable: CL

**Source: Statistical Package for social Sciences v.22**

The model summary shows that brand personality explains 30.8% of the variance in customer loyalty ( $R^2 = 0.308$ ), with an adjusted  $R^2$  of 0.301, indicating a slight adjustment for the number of predictors. The standard error of the estimate (0.54384) suggests a moderate level of prediction accuracy. The F-statistic ( $F = 43.945$ ,  $p = .000$ ) confirms that the model is statistically significant, meaning brand personality significantly influences customer loyalty. The Durbin-Watson value (1.893) falls within the acceptable range of 1.5 to 2.5, indicating no serious autocorrelation issues in the residuals.

**Table 4.9b Analysis of Variance (ANOVA) of Brand Personality and Customer Loyalty of Food and Beverage Among University of Benin Students**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.988	4	12.997	43.945	.000 <sup>b</sup>
	Residual	116.824	395	.296		
	Total	168.812	399			

a. Dependent Variable: CL

b. Predictors: (Constant), BI, BE, BC, BS

**Source: Statistical Package for social Sciences v.22**

The ANOVA results confirm that the regression model is statistically significant in explaining the relationship between brand personality and customer loyalty ( $F = 43.945$ ,  $p = .000$ ). The regression sum of squares (51.988) indicates the proportion of variance in customer loyalty explained by brand personality, while the residual sum of squares (116.824) represents unexplained variance. The mean square for regression (12.997) is substantially higher than that of the residuals (0.296), reinforcing the model's explanatory power. The significance value ( $p = .000$ ) indicates that brand personality dimensions collectively have a meaningful impact on customer loyalty among University of Benin students.

**Table 4.9c Regression Output of Brand Personality and Customer Loyalty of Food and Beverage Among University of Benin Students**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.902	.193		4.683	.000	.523	1.280
BE	.243	.058	.229	4.216	.000	.130	.357
BC	.247	.056	.233	4.377	.000	.136	.358
BS	.152	.054	.152	2.815	.005	.046	.258
BI	.085	.053	.080	1.618	.107	-.018	.189

a. Dependent Variable: CL

**Source: Statistical Package for social Sciences v.22**

Table 4.9c shows that among University of Benin students, customer loyalty in the food and beverage sector is significantly and positively predicted by brand excitement ( $B = 0.243$ ,  $p < 0.001$ ), brand competence ( $B = 0.247$ ,  $p < 0.001$ ), and brand sincerity ( $B = 0.152$ ,  $p = 0.005$ ), while brand innovation ( $B = 0.085$ ,  $p = 0.107$ ) does not significantly affect loyalty; the constant of 0.902 ( $p < 0.001$ ) indicates a significant baseline level of loyalty.

**Hypothesis i:** *Brand excitement has no significant impact on customer loyalty among University of Benin students.*

The regression output shows a coefficient for brand excitement ( $B = 0.243$ ) with a p-value of 0.000, which is less than the 0.05 significance level; therefore, we reject the null hypothesis and conclude that brand excitement significantly impacts customer loyalty.

**Hypothesis ii:** *Brand competence has no significant relationship with customer loyalty among University of Benin students.*

The result for brand competence ( $B = 0.247$ ,  $p = 0.000$ ) is statistically significant at the 5% level, leading us to reject the null hypothesis and determine that brand competence has a significant relationship with customer loyalty.

**Hypothesis iii:** *Brand sincerity has no significant effect on customer loyalty among University of Benin students.*

With a coefficient of 0.152 and a p-value of 0.005, which is below the 0.05 threshold, we reject the null hypothesis, indicating that brand sincerity significantly affects customer loyalty.

**Hypothesis iv:** *Brand innovation has no significant influence on customer loyalty among University of Benin students.*

The output for brand innovation ( $B = 0.085$ ,  $p = 0.107$ ) exceeds the 0.05 level, so we fail to reject the null hypothesis, meaning brand innovation does not have a significant influence on customer loyalty.

#### **4.7 Discussion of Findings**

The findings indicate that brand excitement has a statistically significant and positive impact on customer loyalty ( $B = 0.243$ ,  $p = 0.000$ ), underscoring that dynamic, novel, and

emotionally engaging brand behaviors resonate well with University of Benin students. This aligns with Aaker's (2018) conceptualization of excitement as a critical element of brand personality and is reinforced by Brakus and Schmitt's (2020) assertion that excitement fosters unique and adventurous experiences. Lau and Phau (2022) highlight its role in stimulating sensory and affective responses, which is essential for deep emotional engagement. Empirical evidence from studies by Ojo and Omolayo (2019) and Adeola and Adetunji (2020) further supports that an excitement-driven brand strategy can differentiate offerings and cultivate lasting customer relationships, particularly in a competitive food and beverage market.

The regression analysis reveals that brand competence significantly predicts customer loyalty ( $B = 0.247, p = 0.000$ ), suggesting that perceptions of dependability, expertise, and consistent performance play a crucial role in establishing trust among students. This finding echoes Aaker's early work on competence as a key trait and is supported by Lee and Suh (2019) and Chen and Zhang (2020), who emphasize a brand's ability to meet consumer expectations reliably. Kaur and Malik (2021) stress that attributes such as trustworthiness and professionalism inherent in competent brands foster loyalty by reducing perceived risk. Studies by Adeola and Ezenwafor (2021) and Okeke and Nkamnebe (2022) corroborate these results, demonstrating that competence not only builds credibility but also fortifies the emotional bond between the brand and its consumers, ultimately leading to enhanced repeat patronage.

The output indicates a significant positive effect of brand sincerity on customer loyalty ( $B = 0.152, p = 0.005$ ), confirming that authenticity, honesty, and transparency are pivotal in

building emotional connections with consumers. This is consistent with Aaker et al. (2018) and Kang et al. (2020), who argue that sincerity fosters trust and alignment with consumer moral frameworks, a crucial aspect in markets where ethical considerations are paramount. Fatma et al. (2018) and Kumar et al. (2019) further emphasize that genuine and consistent messaging across brand touchpoints enhances consumer attachment. Empirical studies by Chukwu et al. (2019) and Onyeizugbe and Uzoamaka (2021) illustrate that sincerity in brand communications significantly bolsters customer loyalty, particularly among university students in Nigeria, who value relational trust and ethical conduct in their preferred brands.

The analysis shows that brand innovation does not have a statistically significant influence on customer loyalty ( $B = 0.085$ ,  $p = 0.107$ ), suggesting that, within this sample, innovative practices in product or service offerings may not be as effective in driving loyalty among University of Benin students. This contrasts with the views of Algharabat and Rana (2022) and Homburg et al. (2018), who emphasize innovation as critical for differentiation and competitive advantage. Iglesias et al. (2020) and Ogundipe et al. (2021) highlight that; innovative strategies, particularly those integrating technology and cultural relevance, are usually vital for sustaining consumer engagement. The non-significant finding may reflect a context-specific scenario where the current level of brand innovation is either not adequately communicated or is less aligned with the immediate needs and expectations of the student demographic, suggesting a potential area for further strategic emphasis or tailored innovation approaches to resonate more effectively with this market segment.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter encompassed the summary of findings, conclusion and recommendations of this study. It is a section which pointed out the major discovery of the study, suggested possible action to the identified and perceived potential problems and where the conclusion is drawn from.

#### 5.2 Summary of Findings

This study focused on the relationship between brand personality and customer loyalty of food and beverage among University of Benin students. A total of 395 undergraduate students of various faculties in the University of Benin was targeted, which was rounded off to 400. Four hundred (400) responses were therefore retrieved through google form and thus used for the analysis. The data was analysed using both descriptive statistics and regression analysis. The summary of the research findings are as follows:

- i. The findings indicate that brand excitement has a statistically significant and positive impact on customer loyalty.
- ii. The regression analysis reveals that brand competence significantly predicts customer loyalty.
- iii. The output indicates a significant positive effect of brand sincerity on customer loyalty.

- iv. The analysis shows that brand innovation does not have a statistically significant influence on customer loyalty.

### **5.3 Conclusion**

This study focused on exploring the relationship between brand personality and customer loyalty in the food and beverage sector among University of Benin students. A total of 400 undergraduate students from various faculties provided responses via Google Forms, and the data were analyzed using descriptive statistics and regression analysis. The findings reveal that brand excitement, competence, and sincerity each have a statistically significant and positive impact on customer loyalty, underscoring their critical role in building emotional connections, trust, and repeat patronage among students. However, brand innovation did not significantly influence customer loyalty, suggesting that while innovative elements may attract initial interest, they are less effective in cultivating long-term loyalty within this demographic. Overall, these insights highlight the need for marketers to prioritize strategies that enhance excitement, competence, and sincerity to foster sustained customer loyalty in a competitive market environment.

### **5.4 Recommendations**

From the research analysis and conclusions above, the following recommendations were made:

- i. Given that brand excitement significantly and positively impacts customer loyalty, food and beverage companies should develop dynamic and engaging marketing campaigns that evoke energy and novelty. Leveraging interactive social media

platforms, experiential events, and creative content can foster emotional engagement among university students, thereby strengthening the connection between the brand and its target audience.

- ii. The study's finding that brand competence significantly predicts customer loyalty suggests that companies must prioritize operational excellence and consistent product quality. Firms should invest in robust quality control processes, staff training, and efficient service delivery systems to build trust and reliability, which are essential in driving repeat patronage among university students.
- iii. With brand sincerity showing a significant positive effect on customer loyalty, companies are encouraged to communicate transparently and authentically. Developing marketing strategies that reflect genuine care for customer well-being, engaging in ethical practices, and aligning brand values with the cultural and moral expectations of the student demographic can enhance emotional bonds and long-term loyalty.
- iv. Since the analysis indicates that brand innovation does not significantly influence customer loyalty, firms should re-evaluate their innovation strategies. Instead of focusing solely on novel product or service features, companies might benefit from integrating innovation with improvements in excitement, competence, and sincerity. This integrated approach can ensure that innovation efforts align more closely with the preferences and needs of university students, thereby potentially enhancing overall loyalty.

## **5.5 Contribution to Knowledge**

This study contributes to the body of knowledge on brand personality and customer loyalty by providing empirical evidence from the Nigerian context, specifically among University of Benin students in the food and beverage sector. By employing a robust sample of 400 undergraduates and utilizing both descriptive and regression analyses, the research identifies that brand excitement, competence, and sincerity are significant predictors of customer loyalty, thereby reinforcing and extending theoretical perspectives on the emotional and functional dimensions of brand personality as discussed in existing literature. Notably, the finding that brand innovation does not significantly influence loyalty challenges some prior assumptions and invites further inquiry into contextual factors that may moderate this relationship. Overall, this study not only deepens our understanding of how distinct brand personality traits affect consumer behavior in a developing market but also offers practical insights for marketers seeking to build sustainable customer relationships in culturally nuanced environments.

## **5.6 Suggestions for Further Studies**

Future studies should consider broadening the sample focus beyond University of Benin students to include a more diverse demographic profile, such as students from multiple universities, varying age groups, and different socio-economic backgrounds across Nigeria. Expanding the scope to other regions and even sectors like technology, fashion, or hospitality would enhance the generalizability of the findings and allow for comparative analysis across industries. Additionally, incorporating further variables such as consumer trust, brand

awareness, and perceived value can offer deeper insights into the multifaceted relationship between brand personality and customer loyalty.

Methodologically, future research could benefit from employing a mixed-methods approach by combining quantitative surveys with qualitative techniques such as interviews or focus groups to capture richer contextual and experiential data. Utilizing advanced analytical tools like Structural Equation Modeling (SEM) or multi-group analysis would enable researchers to explore potential mediators and moderators in the relationship between brand personality dimensions and customer loyalty. Longitudinal studies could also be conducted to assess changes over time, providing a dynamic perspective on how these relationships evolve, thereby offering a more comprehensive understanding of the underlying mechanisms driving customer loyalty.

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## **APPENDICES**

### **APPENDIX I**

#### **QUESTIONNAIRE**

**DEPARTMENT OF MARKETING**

**FACULTY OF MANAGEMENT SCIENCES**

**UNIVERSITY OF BENIN**

Dear Respondent,

#### **APPEAL FOR THE COMPLETION OF QUESTIONNAIRE**

I am an undergraduate student in the above named Department. As part of the requirement for the programme, I am conducting research on “**Brand Personality and Customer Loyalty of Food and Beverage Among University of Benin Students**”. In this regard, you have been randomly selected as a member of the sample. I also wish to assure you that your answers will be treated in strict confidence and used for the stated academic purpose only.

Thank you.

Yours Faithfully,

**OSAUZO OGHENEWOKE HAPPINESS**

(Researcher)

## QUESTIONNAIRE

### SECTION A: PERSONAL DATA

Tick  $\sqrt{\quad}$  in the appropriate box and give answers where necessary.

1. Gender: Male [  ] Female [  ]

2. Age: 20yrs and below [  ] 21 – 30yrs [  ] 31 – 40yrs [  ] 41years and above [  ]

3. Class Level of Respondents: 100 level [  ] 200 level [  ] 300 level [  ] 400 level [  ]  
500 level [  ] 600 level [  ]

4. Income Level: 20,000 and below [  ] 20,001-40,000 [  ] 40,001-60,000 [  ] 60,001 and above [  ]

5. Highest Educational Qualification: FSLC [  ] SSCE [  ] ND/OND [  ] BSC [  ]

### SECTION B: GENERAL

Please tick in the appropriate box after each question as an indication of your choice using Likert scale: Strongly Agree=SA; A= Agree; Undecided=U; Disagree= D; Strongly Disagree= SD.

S/N	PARTICULARS					
*	<b>Customer Loyalty</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
6	I frequently purchase food and beverages from the same outlets on campus because of my satisfaction with their offerings.					

7	I would recommend my favorite food and beverage vendors on campus to other students without hesitation.					
8	Even when other vendors offer promotions, I prefer sticking to my regular choice for food and beverages.					
9	I feel a sense of trust and reliability with certain food vendors on campus.					
10	The quality of service provided by my preferred food and beverage outlets motivates me to keep returning.					
*	<b>Brand Excitement</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
11	I feel thrilled to try new products from my favorite food and beverage brands.					
12	The brands I patronize often come up with creative and innovative product options.					
13	I find the marketing campaigns of food and beverage brands I prefer to be lively and engaging.					
14	Food and beverage brands I like offer a refreshing experience every time I interact with them.					
15	The packaging and presentation of products from my favorite brands make them feel exciting.					
	<b>Brand Commitment</b>					
16	I feel a strong connection to my preferred food and beverage brand on campus.					
17	I consistently choose the same food and beverage brand even when other options are available.					
18	I would recommend my favorite food and beverage brand to my friends and classmates.					
19	I am willing to go out of my way to purchase my favorite food and beverage brand, even if it is less convenient.					
20	I trust the quality of my preferred food and beverage brand and rarely consider alternatives.					

<b>*</b>	<b>Brand Sincerity</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
21	The food and beverage brand I prefer always delivers on its promises.					
22	I believe this brand genuinely cares about the well-being of its customers.					
23	This brand is transparent about the ingredients and quality of its products.					
24	I trust this brand to prioritize ethical practices in its production and distribution.					
25	The brand's communication (e.g., advertisements, social media) feels honest and relatable.					
<b>*</b>	<b>Brand Innovation</b>	<b>SD</b>	<b>D</b>	<b>U</b>	<b>A</b>	<b>SA</b>
26	The food and beverage brands I patronize often introduce new and exciting product options.					
27	I prefer brands that offer unique flavors or packaging that stands out from competitors.					
28	Brands that consistently update their menu or product line keep my interest.					
29	I value brands that incorporate the latest food and beverage trends to appeal to customers.					
30	The brands I support make me feel they are constantly improving and evolving.					

**THANK YOU!**

## APPENDIX II

```
RELIABILITY
/VARIABLES=VR6 VR7 VR8 VR9 VR10
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

### Reliability

#### Notes

Output Created		17-DEC-2024 17:54:34
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	20
Missing Value Handling	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VR6 VR7 VR8 VR9 VR10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet0]

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.671	5

```

RELIABILITY
/VARIABLES=VR11 VR12 VR13 VR14 VR15
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

## Reliability

### Notes

Output Created		17-DEC-2024 17:55:14
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File Matrix Input	DataSet0 <none> <none> <none>  20
Missing Value Handling	Definition of Missing  Cases Used	User-defined missing values are treated as missing. Statistics are based on all cases with valid data for all variables in the procedure. RELIABILITY /VARIABLES=VR11 VR12 VR13 VR14 VR15 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Syntax		
Resources	Processor Time Elapsed Time	00:00:00.00 00:00:00.03

[DataSet0]

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.569	5

```

RELIABILITY
/VARIABLES=VR16 VR17 VR18 VR19 VR20
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

## Reliability

### Notes

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Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	20
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VR16 VR17 VR18 VR19 VR20 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet0]

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.786	5

```

RELIABILITY
/VARIABLES=VR21 VR22 VR23 VR24 VR25
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

## Reliability

### Notes

Output Created		17-DEC-2024 17:57:10
Comments		
Input	Active Dataset	DataSet0
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	20
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VR21 VR22 VR23 VR24 VR25 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

[DataSet0]

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
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```

RELIABILITY
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/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

## Reliability

### Notes

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Comments		
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	20
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VR26 VR27 VR28 VR29 VR30 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet0]

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.860	5

APPENDIX III

```

NEW FILE.
DATASET NAME DataSet1 WINDOW=FRONT.
COMPUTE CL=MEAN(CL1,CL2,CL3,CL4,CL5).
EXECUTE.
COMPUTE BE=MEAN(BE1,BE2,BE3,BE4,BE5).
EXECUTE.
COMPUTE BC=MEAN(BC1,BC2,BC3,BC4,BC5).
EXECUTE.
COMPUTE BS=MEAN(BS1,BS2,BS3,BS4,BS5).
EXECUTE.
COMPUTE BI=MEAN(BI1,BI2,BI3,BI4,BI5).
EXECUTE.
FREQUENCIES VARIABLES=Gender Age Class Income Education CL1 CL2 CL3 CL4
CL5 BE1 BE2 BE3 BE4 BE5 BC1 BC2 BC3 BC4 BC5 BS1 BS2 BS3 BS4 BS5 BI1 BI2 BI3
BI4 BI5
/ORDER=ANALYSIS.

```

**Frequencies**

**Notes**

Output Created		07-FEB-2025 09:03:12
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	0
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES

		VARIABLES=Gender Age Class Income Education CL1 CL2 CL3 CL4 CL5 BE1 BE2 BE3 BE4 BE5 BC1 BC2 BC3 BC4 BC5 BS1 BS2 BS3 BS4 BS5 BI1 BI2 BI3 BI4 BI5 /ORDER=ANALYSIS.	
Resources	Processor Time		00:00:00.00
	Elapsed Time		00:00:00.00

[DataSet1]

### Warnings

No cases were input to this procedure. Either there are none in the working data file or all of them have been filtered out.  
Execution of this command stops.

```

COMPUTE CL=MEAN(CL1,CL2,CL3,CL4,CL5).
EXECUTE.
COMPUTE BE=MEAN(BE1,BE2,BE3,BE4,BE5).
EXECUTE.
COMPUTE BC=MEAN(BC1,BC2,BC3,BC4,BC5).
EXECUTE.
COMPUTE BS=MEAN(BS1,BS2,BS3,BS4,BS5).
EXECUTE.
COMPUTE BI=MEAN(BI1,BI2,BI3,BI4,BI5).
EXECUTE.
FREQUENCIES VARIABLES=Gender Age Class Income Education CL1 CL2 CL3 CL4
CL5 BE1 BE2 BE3 BE4 BE5 BC1 BC2 BC3 BC4 BC5 BS1 BS2 BS3 BS4 BS5 BI1 BI2 BI3
BI4 BI5
/ORDER=ANALYSIS.

```

### Frequencies

**Notes**

Output Created		07-FEB-2025 09:06:18
Comments		
Input	Active Dataset	DataSet1
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	400
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Gender Age Class Income Education CL1 CL2 CL3 CL4 CL5 BE1 BE2 BE3 BE4 BE5 BC1 BC2 BC3 BC4 BC5 BS1 BS2 BS3 BS4 BS5 BI1 BI2 BI3 BI4 BI5 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

**Frequency Table**

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	192	48.0	48.0	48.0
	Female	208	52.0	52.0	100.0
	Total	400	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20years and below	72	18.0	18.0	18.0
	21-30years	323	80.8	80.8	98.8
	31-40years	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

#### Class Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100 level	16	4.0	4.0	4.0
	200 level	63	15.8	15.8	19.8
	300 level	112	28.0	28.0	47.8
	400 level	116	29.0	29.0	76.8
	500 level	48	12.0	12.0	88.8
	600 level	45	11.3	11.3	100.0
	Total	400	100.0	100.0	

#### Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20,000 and below	125	31.3	31.3	31.3
	20,001-40,000	172	43.0	43.0	74.3
	40,001-60,000	71	17.8	17.8	92.0
	60,001 and above	32	8.0	8.0	100.0
	Total	400	100.0	100.0	

#### Highest Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FSLC	2	.5	.5	.5
	SSCE	357	89.3	89.3	89.8
	ND/ON	13	3.3	3.3	93.0

D				
BSC	28	7.0	7.0	100.0
Total	400	100.0	100.0	

**I frequently purchase food and beverages from the same outlets on campus because of my satisfaction with their offerings.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	13	3.3	3.3	3.3
Disagree	75	18.8	18.8	22.0
Undecided	153	38.3	38.3	60.3
Agree	117	29.3	29.3	89.5
Strongly Agree	42	10.5	10.5	100.0
Total	400	100.0	100.0	

**I would recommend my favorite food and beverage vendors on campus to other students without hesitation.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	30	7.5	7.5	7.5
Disagree	78	19.5	19.5	27.0
Undecided	124	31.0	31.0	58.0
Agree	110	27.5	27.5	85.5
Strongly Agree	58	14.5	14.5	100.0
Total	400	100.0	100.0	

**Even when other vendors offer promotions, I prefer sticking to my regular choice for food and beverages.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	25	6.3	6.3	6.3
Disagree	86	21.5	21.5	27.8
Undecided	155	38.8	38.8	66.5
Agree	98	24.5	24.5	91.0

Strongly Agree	36	9.0	9.0	100.0
Total	400	100.0	100.0	

**I feel a sense of trust and reliability with certain food vendors on campus.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	19	4.8	4.8	4.8
Disagree	64	16.0	16.0	20.8
Undecided	134	33.5	33.5	54.3
Agree	122	30.5	30.5	84.8
Strongly Agree	61	15.3	15.3	100.0
Total	400	100.0	100.0	

**The quality of service provided by my preferred food and beverage outlets motivates me to keep returning.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	1.0	1.0	1.0
Disagree	30	7.5	7.5	8.5
Undecided	93	23.3	23.3	31.8
Agree	163	40.8	40.8	72.5
Strongly Agree	110	27.5	27.5	100.0
Total	400	100.0	100.0	

**I feel thrilled to try new products from my favorite food and beverage brands.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	15	3.8	3.8	3.8
Disagree	65	16.3	16.3	20.0
Undecided	147	36.8	36.8	56.8
Agree	123	30.8	30.8	87.5
Strongly Agree	50	12.5	12.5	100.0
Total	400	100.0	100.0	

**The brands I patronize often come up with creative and innovative product options.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	6.0	6.0	6.0
	Disagree	58	14.5	14.5	20.5
	Undecided	127	31.8	31.8	52.3
	Agree	129	32.3	32.3	84.5
	Strongly Agree	62	15.5	15.5	100.0
	Total	400	100.0	100.0	

**I find the marketing campaigns of food and beverage brands I prefer to be lively and engaging.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	4.5	4.5	4.5
	Disagree	74	18.5	18.5	23.0
	Undecided	153	38.3	38.3	61.3
	Agree	115	28.7	28.7	90.0
	Strongly Agree	40	10.0	10.0	100.0
	Total	400	100.0	100.0	

**Food and beverage brands I like offer a refreshing experience every time I interact with them.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	2.3	2.3	2.3
	Disagree	50	12.5	12.5	14.8
	Undecided	114	28.5	28.5	43.3
	Agree	159	39.8	39.8	83.0
	Strongly Agree	68	17.0	17.0	100.0
	Total	400	100.0	100.0	

**The packaging and presentation of products from my favorite brands make them feel**

**exciting.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	27	6.8	6.8	7.2
	Undecided	123	30.8	30.8	38.0
	Agree	174	43.5	43.5	81.5
	Strongly Agree	74	18.5	18.5	100.0
	Total	400	100.0	100.0	

**I feel a strong connection to my preferred food and beverage brand on campus.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.5	1.5	1.5
	Disagree	82	20.5	20.5	22.0
	Undecided	165	41.3	41.3	63.2
	Agree	110	27.5	27.5	90.8
	Strongly Agree	37	9.3	9.3	100.0
	Total	400	100.0	100.0	

**I consistently choose the same food and beverage brand even when other options are available.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	6.3	6.3	6.3
	Disagree	80	20.0	20.0	26.3
	Undecided	127	31.8	31.8	58.0
	Agree	117	29.3	29.3	87.3
	Strongly Agree	51	12.8	12.8	100.0
	Total	400	100.0	100.0	

**I would recommend my favorite food and beverage brand to my friends and classmates.**

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly Disagree	23	5.8	5.8	5.8
	Disagree	74	18.5	18.5	24.3
	Undecided	148	37.0	37.0	61.3
	Agree	114	28.5	28.5	89.8
	Strongly Agree	41	10.3	10.3	100.0
	Total	400	100.0	100.0	

**I am willing to go out of my way to purchase my favorite food and beverage brand, even if it is less convenient.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	2.8	2.8	2.8
	Disagree	75	18.8	18.8	21.5
	Undecided	149	37.3	37.3	58.8
	Agree	121	30.3	30.3	89.0
	Strongly Agree	44	11.0	11.0	100.0
	Total	400	100.0	100.0	

**I trust the quality of my preferred food and beverage brand and rarely consider alternatives.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	.8	.8	.8
	Disagree	34	8.5	8.5	9.3
	Undecided	117	29.3	29.3	38.5
	Agree	167	41.8	41.8	80.3
	Strongly Agree	79	19.8	19.8	100.0
	Total	400	100.0	100.0	

**The food and beverage brand I prefer always delivers on its promises.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	4.5	4.5	4.5

Disagree	100	25.0	25.0	29.5
Undecided	143	35.8	35.8	65.3
Agree	113	28.2	28.2	93.5
Strongly Agree	26	6.5	6.5	100.0
Total	400	100.0	100.0	

**I believe this brand genuinely cares about the well-being of its customers.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	23	5.8	5.8	5.8
Disagree	78	19.5	19.5	25.3
Undecided	125	31.3	31.3	56.5
Agree	121	30.3	30.3	86.8
Strongly Agree	53	13.3	13.3	100.0
Total	400	100.0	100.0	

**This brand is transparent about the ingredients and quality of its products.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	26	6.5	6.5	6.5
Disagree	83	20.8	20.8	27.3
Undecided	131	32.8	32.8	60.0
Agree	120	30.0	30.0	90.0
Strongly Agree	40	10.0	10.0	100.0
Total	400	100.0	100.0	

**I trust this brand to prioritize ethical practices in its production and distribution.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	13	3.3	3.3	3.3
Disagree	55	13.8	13.8	17.0
Undecided	136	34.0	34.0	51.0
Agree	148	37.0	37.0	88.0

Strongly Agree	48	12.0	12.0	100.0
Total	400	100.0	100.0	

**The brand's communication (e.g., advertisements, social media) feels honest and relatable.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	8	2.0	2.0	2.0
Disagree	21	5.3	5.3	7.2
Undecided	110	27.5	27.5	34.8
Agree	171	42.8	42.8	77.5
Strongly Agree	90	22.5	22.5	100.0
Total	400	100.0	100.0	

**The food and beverage brands I patronize often introduce new and exciting product options.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	14	3.5	3.5	3.5
Disagree	76	19.0	19.0	22.5
Undecided	147	36.8	36.8	59.3
Agree	132	33.0	33.0	92.3
Strongly Agree	31	7.8	7.8	100.0
Total	400	100.0	100.0	

**I prefer brands that offer unique flavors or packaging that stands out from competitors.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	27	6.8	6.8	6.8
Disagree	81	20.3	20.3	27.0
Undecided	114	28.5	28.5	55.5
Agree	126	31.5	31.5	87.0
Strongly Agree	52	13.0	13.0	100.0

Total	400	100.0	100.0
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**Brands that consistently update their menu or product line keep my interest.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	20	5.0	5.0	5.0
Disagree	98	24.5	24.5	29.5
Undecided	129	32.3	32.3	61.8
Agree	115	28.7	28.7	90.5
Strongly Agree	38	9.5	9.5	100.0
Total	400	100.0	100.0	

**I value brands that incorporate the latest food and beverage trends to appeal to customers.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	14	3.5	3.5	3.5
Disagree	64	16.0	16.0	19.5
Undecided	134	33.5	33.5	53.0
Agree	130	32.5	32.5	85.5
Strongly Agree	58	14.5	14.5	100.0
Total	400	100.0	100.0	

**The brands I support make me feel they are constantly improving and evolving.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	2.3	2.3	2.3
Disagree	23	5.8	5.8	8.0
Undecided	103	25.8	25.8	33.8
Agree	169	42.3	42.3	76.0
Strongly Agree	96	24.0	24.0	100.0
Total	400	100.0	100.0	

DESCRIPTIVES VARIABLES=CL1 CL2 CL3 CL4 CL5 BE1 BE2 BE3 BE4 BE5 BC1 BC2  
 BC3 BC4 BC5 BS1 BS2 BS3 BS4 BS5 BI1 BI2 BI3 BI4 BI5 CL BE BC BS BI  
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## Descriptives

### Notes

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	Cases Used	All non-missing data are used.
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Resources	Processor Time	00:00:00.00
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### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I frequently purchase food and beverages from the same outlets on campus because of my satisfaction	400	1.00	5.00	3.2500	.98485

with their offerings. I would recommend my favorite food and beverage vendors on campus to other students without hesitation. Even when other vendors offer promotions, I prefer sticking to my regular choice for food and beverages.	400	1.00	5.00	3.2200	1.14231
I feel a sense of trust and reliability with certain food vendors on campus. The quality of service provided by my preferred food and beverage outlets motivates me to keep returning.	400	1.00	5.00	3.0850	1.03220
I feel thrilled to try new products from my favorite food and beverage brands. The brands I patronize often come up with creative and innovative product options.	400	1.00	5.00	3.3550	1.06856
I find the marketing campaigns of food and beverage brands I prefer to be lively and engaging. Food and beverage brands I like offer a refreshing experience every time I interact with them.	400	1.00	5.00	3.8625	.93851
The packaging and presentation of products from my favorite brands make them feel exciting. I feel a strong connection to my preferred food and beverage brand on campus.	400	1.00	5.00	3.3200	1.01002
	400	1.00	5.00	3.3675	1.09336
	400	1.00	5.00	3.2125	1.00492
	400	1.00	5.00	3.5675	.98634
	400	1.00	5.00	3.7275	.85737
	400	1.00	5.00	3.2250	.92819

I consistently choose the same food and beverage brand even when other options are available.	400	1.00	5.00	3.2225	1.09818
I would recommend my favorite food and beverage brand to my friends and classmates.	400	1.00	5.00	3.1900	1.03759
I am willing to go out of my way to purchase my favorite food and beverage brand, even if it is less convenient.	400	1.00	5.00	3.2800	.98184
I trust the quality of my preferred food and beverage brand and rarely consider alternatives.	400	1.00	5.00	3.7125	.90382
The food and beverage brand I prefer always delivers on its promises.	400	1.00	5.00	3.0725	.98472
I believe this brand genuinely cares about the well-being of its customers.	400	1.00	5.00	3.2575	1.09279
This brand is transparent about the ingredients and quality of its products.	400	1.00	5.00	3.1625	1.06956
I trust this brand to prioritize ethical practices in its production and distribution.	400	1.00	5.00	3.4075	.97664
The brand's communication (e.g., advertisements, social media) feels honest and relatable.	400	1.00	5.00	3.7850	.91972
The food and beverage brands I patronize often introduce new and exciting product options.	400	1.00	5.00	3.2250	.96004
I prefer brands that offer	400	1.00	5.00	3.2375	1.11992

unique flavors or packaging that stands out from competitors.					
Brands that consistently update their menu or product line keep my interest.	400	1.00	5.00	3.1325	1.04771
I value brands that incorporate the latest food and beverage trends to appeal to customers.	400	1.00	5.00	3.3850	1.02928
The brands I support make me feel they are constantly improving and evolving.	400	1.00	5.00	3.8000	.94458
CL	400	1.60	5.00	3.3545	.65045
BE	400	1.60	5.00	3.4390	.61140
BC	400	1.20	5.00	3.3260	.61193
BS	400	1.40	5.00	3.3370	.64876
BI	400	1.00	5.00	3.3560	.61008
Valid N (listwise)	400				

**CORRELATIONS**

/VARIABLES=CL BE BC BS BI  
 /PRINT=TWOTAIL NOSIG  
 /MISSING=PAIRWISE.

**Correlations**

**Notes**

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=CL BE BC BS BI /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

### Correlations

		CL	BE	BC	BS	BI
CL	Pearson Correlation	1	.470**	.467**	.425**	.342**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	400	400	400	400	400
BE	Pearson Correlation	.470**	1	.556**	.528**	.403**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	400	400	400	400	400
BC	Pearson Correlation	.467**	.556**	1	.489**	.412**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	400	400	400	400	400
BS	Pearson Correlation	.425**	.528**	.489**	1	.487**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	400	400	400	400	400
BI	Pearson Correlation	.342**	.403**	.412**	.487**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	400	400	400	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### REGRESSION

/MISSING LISTWISE

```

/STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT CL
/METHOD=ENTER BE BC BS BI
/RESIDUALS DURBIN.

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## Regression

### Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS CI(95) R ANOVA COLLIN TOL CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CL /METHOD=ENTER BE BC BS BI /RESIDUALS DURBIN.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01
	Memory Required	5312 bytes
	Additional Memory	0 bytes

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	BI, BE, BC, BS <sup>b</sup>	.	Enter

a. Dependent Variable: CL

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.555 <sup>a</sup>	.308	.301	.54384	.308	43.945

a. Predictors: (Constant), BI, BE, BC, BS

b. Dependent Variable: CL

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.988	4	12.997	43.945	.000 <sup>b</sup>
	Residual	116.824	395	.296		
	Total	168.812	399			

a. Dependent Variable: CL

b. Predictors: (Constant), BI, BE, BC, BS

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF

								e	
1	(Constant)	.902	.193		4.683	.000	.523	1.280	
	BE	.243	.058	.229	4.216	.000	.130	.357	1.678
	BC	.247	.056	.233	4.377	.000	.136	.358	1.611
	BS	.152	.054	.152	2.815	.005	.046	.258	1.656
	BI	.085	.053	.080	1.618	.107	-.018	.189	1.403

a. Dependent Variable: CL

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	BE	BC	BS	BI
1	1	4.932	1.000	.00	.00	.00	.00	.00
	2	.021	15.467	.02	.16	.24	.00	.60
	3	.019	16.292	.31	.00	.05	.78	.00
	4	.015	18.076	.47	.06	.50	.07	.26
	5	.013	19.251	.19	.78	.21	.15	.13

a. Dependent Variable: CL

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2905	4.5413	3.3545	.36096	400
Residual	-1.60735	1.73748	.00000	.54110	400
Std. Predicted Value	-2.948	3.288	.000	1.000	400
Std. Residual	-2.956	3.195	.000	.995	400

a. Dependent Variable: CL

