

**BRAND POSITIONING AND CONSUMER PREFERENCES ON BEVERAGE
PRODUCT IN BENIN CITY**

BY

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**DEPARTMENT OF MARKETING
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OCTOBER, 2025.

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MARKETING,
FACULTY OF MANAGEMENT SCIENCES, UNIVERSITY OF BENIN, BENINCITY
IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
BACHELOR OF SCIENCE (B.Sc) DEGREE IN MARKETING**

OCTOBER, 2025.

DECLARATION

I **Saviour UMOREN** with **Matriculation Number: MGS2207453** declare that:

This project work is based on my study carried out by me in the Department of Marketing, Faculty of Management Sciences, University of Benin under the supervision of **Dr. Uyi Julius Irobon**. All ideas and views are product of my personal research, effort and where the views of others were been expressed, they were duly acknowledged.

Saviour UMOREN

Project Researcher

Date

CERTIFICATION

This is to certify that this research work titled “**Brand Positioning And Consumer Preferences On Beverage Product In Benin City.**” was carried out and submitted by **Saviour UMOREN** with Matriculation Number **MGS2207453** for the award of Bachelor of Science (B.Sc) degree in Marketing, University of Benin, Benin City.

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DEDICATION

This project is dedicated to Almighty God for His guidance, wisdom, and strength throughout this academic journey.

ACKNOWLEDGEMENT

My sincere gratitude to God Almighty for his guidance mercy, strength, kindness and grace throughout this journey

I would like to appreciate my supervisor DR. UYI JULIUS IROBUN for his constant support, enlightenment, guidance, persistence and insights towards my research and project work.

I also want to appreciate my HOD, DR. SAMUEL J. OSIFO for his efforts, love and support towards the department of marketing, you are like a father to us. And my course adviser DR. CHRISTOPHER AGBONIFOH for your love , knowledge and support

Special thanks to my parents, MR SUNDAY AKPAN UMOREN and MRS UNWANA SUNDAY UMOREN for their love , prayers, encouragement and support towards my education and my Siblings for their continuous support throughout my stay in the university

I also want to appreciate my love Emmanuella Oboshogwe Amiekhame (my baby) for your prayers, encouragement, love and advice to complete this journey

Lastly, to my course mate and friends in the department of marketing (Elites class '25) your encouragement, collaboration and friendship have helped me overcome obstacles and celebrate achievements. it has been an honor sharing these moments and experience with you all over the past four years. God bless you all.

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ABSTRACT

This study examined the influence of brand positioning strategies on consumer preference for beverage products in Benin City, Nigeria. Four key elements of brand positioning, price positioning, product differentiation, unique selling propositions (USP), and physical evidence, were analysed to determine their impact on consumers' purchasing behaviour. Data were obtained through structured questionnaires administered to 385 respondents and analysed using descriptive statistics, Pearson's correlation, and multiple regression analysis. The findings revealed that product differentiation ($\beta = 0.564$, $p < 0.001$), USP ($\beta = 0.290$, $p < 0.001$), and physical evidence ($\beta = 0.271$, $p < 0.001$) significantly influenced consumer preference, while price positioning ($\beta = -0.141$, $p = 0.077$) showed no significant impact. An R^2 of 0.868 indicated that 86.8% of the variation in consumer preference was explained by the independent variables. The study concludes that consumers in Benin City are more responsive to beverage brands offering unique features, clear value propositions, and appealing physical attributes than to pricing strategies alone. It recommends an integrated approach to brand positioning to improve market competitiveness. The study enhances understanding of consumer behaviour in emerging markets and provides practical insights for marketing strategists in the beverage industry.

Keywords: Brand positioning, consumer preference, product differentiation, unique selling proposition, physical evidence, Benin City, Nigeria.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Consumer preferences play a significant role in shaping the success of beverage products in the competitive global market (Ubeja & Patel, 2014). Consumer preferences refer to the desires, tastes, and inclinations of consumers when making choices about products (Laassal, & Kallas, 2019). The food and beverage industry, characterized by high competition and evolving consumer trends, demands an understanding of these preferences to satisfy customers and drive sales (Khanna, 2016). Consumers exhibit preferences based on various product attributes, such as taste, packaging, brand, and price, all of which contribute to their decision-making process (Tjizumaue, Samuel, Nautwima, & Asa, 2023). Recognizing these preferences could help businesses innovate, tailor marketing strategies, and adapt their offerings to better resonate with the target market (Laassal, & Kallas, 2019). As consumer demands evolve, their preferences are influenced by socio-economic factors, cultural background, and even shifting perceptions regarding health and sustainability, especially in the post-pandemic context (Chaugule, 2024).

The significance of understanding consumer preferences extends beyond product design into the domains of strategic marketing and brand loyalty (Muharam, Wandrial, & Rumondang, 2023). When companies comprehend the reasons behind consumer preferences, they can effectively segment their target markets, enabling a kind of personalized offering that now

more than ever seems to ensure customer satisfaction and even a kind of brand loyalty that resembles a marriage with no possibility of divorce (Nisar, 2014). Also, recognizing and understanding the appearance of new, often fleeting, consumer preferences ensures that a brand remains as fashioned as its latest product (Powell, & Yang, 2023). Consumer preference studies have now demonstrated a correlation between our collective health and purchasing decisions (Hernández-Mora et al., 2022). A close reading of these studies may also demonstrate that health-conscious consumers make dietary choices that resemble a kind of sustainable eco-bio-diverse path (Laassal & Kallas, 2019). Brand positioning is an important part of any marketing plan because it shapes how people see and connect with a brand (Chiyesu and Chibomba, 2018). It helps the brand stand out by showing what makes it different, whether through its features, values, or the feelings it creates (Eskiev, 2023). A clear brand position makes it easier for people to recognise the brand and trust it, which builds loyalty over time (Ameyibor, Anabila and Saini, 2021). When the brand message fits with what the target audience believes in or values, the connection feels more personal and meaningful, which adds to the brand's value (Amani, 2023). People are more likely to be satisfied and willing to spend on a brand that speaks to them clearly, which helps the brand grow and perform well in the market (Sultana, 2020).

Several key factors help shape brand positioning and influence the way people make choices about what to buy. One of these is price positioning, which shows the value people think they are getting from a brand. Many buyers link the price of a product to its quality, so the way a

brand sets its prices can make it look either high end or more affordable (Nugraha and Sjoraida, 2025). Product differentiation also matters, as it helps a brand stand out by showing what makes its products special in a way that connects with customers (Ke, Shin and Yu, 2020). A clear and strong unique selling point gives people a simple reason to pick one product over others, making their choice easier (Logvynenko and Podorozhna, 2023). The physical look and feel of the product, such as the packaging, branding and overall experience, also support how people see the brand and what it stands for in the market (Dressler and Paunović, 2021).

The beverage industry is full of competition, with many products to choose from and customer tastes changing quickly (Khanna, 2017). Brand positioning plays an important role in helping companies know where they stand compared to others and what steps they need to take to grow their share of the market (Ameyibor, Anabila and Saini, 2021). People are now paying more attention to things like health, the environment and how socially responsible a brand is, and these factors are having a strong effect on what they decide to buy (Chaugule, 2024). As the market keeps changing, any brand that does not adjust its approach to fit what people care about may begin to lose both loyalty and relevance. This makes it clear that looking into customer preferences and how brands are positioned is very important, as it can help businesses create products and messages that match what people are really looking for in the beverage market.

1.2 Statement of Problem

The beverage industry is under growing pressure to keep up with changing customer needs, especially as more people are now focused on health and caring for the environment (Chaugule, 2024). Even with this shift, many brands still find it hard to match their products with what people now expect (Eskiev, 2023). To stay ahead, it is important for companies to understand what their customers want and how brand positioning influences their choices. Although some studies have looked into how people behave when buying drinks, there is still not enough focus on how brand positioning affects these decisions in the beverage market (Ameyibor, Anabila and Saini, 2021). This gap has become more noticeable since the pandemic, as more people now care deeply about health, sustainability and new ideas in the products they choose (Chaugule, 2024).

This study looks at how brand positioning affects what people choose to buy in the beverage market. Brand positioning means creating a clear and unique image of a product in the minds of customers, which helps it stand out in a market that is already full of options (Nugraha, & Sjoraida, 2025). Even though this is important, many companies still do not fully understand how their strategies connect with what customers actually want or how they make their choices (Eskiev, 2023). Things like price, product features, what makes a product different, and the way it looks or feels all play a big part in shaping customer preferences (Ke et al., 2020). The main issue this study focuses on is the lack of clear understanding around how these strategies truly influence customer decisions, especially in the beverage sector. As

people's needs and interests keep changing, brands need to adjust in order to stay in touch with what matters to their customers (Sultana, 2020). This research hopes to offer helpful ideas that can guide beverage companies in improving their products and how they present them, which can lead to stronger customer loyalty, better market presence, and long term success in a fast changing industry (Amani, 2023).

1.3 Research Questions

The following research questions guides this study

1. What the relationship between price positioning and consumer preference on Beverage Product in Benin City?
2. What the relationship of product differentiation and consumer preference on Beverage Product in Benin City?
3. What the relationship between unique selling products and consumer preference on Beverage Product in Benin City?
4. What are the relationship between physical evidence and consumer preference on Beverage Product in Benin City?

1.4 Research Objectives

The broad objective of this study is to determine the relationship between brand positioning and consumer preference on Beverage Products in Benin City.

Specifically, the study seeks to

1. determine the relationship between price positioning and consumer preference on Beverage Product in Benin City.
2. examine the relationship of product differentiation and consumer preference on Beverage Product in Benin City.
3. assess the relationship between unique selling products and consumer preference on Beverage Product in Benin City.
4. ascertain the relationship between physical evidence and consumer preference on Beverage Product in Benin City.

1.5 Research Hypothesis

The following hypothesis provides the background on which the study hinges

- i. H₁: There is no significant relationship between price positioning and consumer preference on Beverage Product in Benin City.
- ii. H₂: There is no significant relationship between product differentiation and consumer preference on Beverage Product in Benin City.
- iii. H₃: There is no significant relationship between unique selling products and consumer preference on Beverage Product in Benin City.
- iv. H₄: There is no significant relationship between physical evidence and consumer preference on Beverage Product in Benin City.

1.6 Significance of the Study

The study is significant for various stakeholders, including beverage companies, marketers, policymakers, and academic researchers.

Beverage Companies: The findings will help beverage companies understand how price positioning, pride differentiation, and USPs influence consumer preferences. By adapting their strategies to local tastes in Benin City, companies can enhance their market share, build stronger customer loyalty, and improve product offerings to meet consumer demands more effectively.

Marketers and Advertising Agencies: Marketers will benefit by gaining insights into what drives consumer decisions in the local market. These insights will enable them to create more targeted campaigns, emphasizing pricing, cultural alignment, and product uniqueness, ultimately improving the effectiveness of their marketing strategies.

Policymakers and Regulatory Bodies: Policymakers can use the findings to develop regulations that protect consumers and ensure fair pricing practices. This research will guide policies related to advertising standards and consumer protection in the beverage industry, ensuring that companies engage in ethical and transparent marketing.

Academic Researchers and Institutions: Academic researchers will find this study valuable for expanding the literature on brand positioning and consumer behavior in localized markets. It will also serve as a foundation for further studies, providing new data on how cultural and economic factors influence consumer preferences in regional markets like Benin City.

1.7 Scope of the Study

The scope of this study focuses on examining the relationship between brand positioning strategies (price positioning, product differentiation, unique selling products, physical evidence) and consumer preferences for Beverage Product in Benin City in this case Seven-Up Bottling Company in Benin City. The study will assess how these positioning strategies influence consumer behavior and purchasing decisions within the local market. The population of the study comprises 321 staff members across various departments within the organization. Data will be collected through surveys and interviews with employees to gain insights into the company's market positioning and its impact on consumer preferences. The study will be completed during the 2025 academic session, contributing to the understanding of localized marketing strategies.

1.8 Limitation of the Study

The study faces several limitations. First, it focuses on a specific region, which may not fully reflect global beverage market trends. Additionally, the research depends on consumer self-reports, which can be influenced by personal biases or inaccuracies. The study considers only a limited set of brand positioning factors, potentially overlooking others that may impact consumer preferences. Moreover, external influences such as economic changes or social trends, which could affect consumer behavior, are not accounted for in the research. These limitations may affect the generalizability and depth of the findings.

1.9 Definition of Terms

Brand Positioning: The strategy of creating a unique image and identity in consumers' minds to differentiate a brand from competitors.

Consumer Preference: The tendency of consumers to favor one product or brand over others based on personal tastes and experiences.

Price Positioning: The strategy of setting a product's price to reflect its perceived value while differentiating it from competing products.

Pride Differentiation: The strategy of linking a brand with emotional appeal or cultural identity to make consumers feel proud of the brand.

Unique Selling Proposition: A distinct feature or benefit that makes a product stand out from its competitors.

Consumer Behavior: The study of consumers' buying patterns and decision-making processes.

Brand Loyalty: The consistent preference for a particular brand due to positive experiences or emotional connections.

Market Segmentation: Dividing a broad market into smaller, more manageable segments based on shared characteristics.

Consumer Perception: The way consumers interpret a brand or product based on their past experiences and beliefs.

Marketing Strategy: A company's plan to reach its target market and achieve objectives using marketing techniques.

Product Differentiation: Distinguishing a product from others by highlighting its unique features or benefits.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This literature review examines key studies on brand positioning and consumer preferences. It presents a review divided into conceptual review, empirical review, theoretical framework, and research gap, all focusing on brand positioning and consumer preference in the beverage industry.

2.2 Conceptual Review

2.2.1 Consumer Preference

Consumer preferences describe the choices and inclinations people have when deciding between products or services. They are deeply rooted in individual values, lifestyle, past experiences and available information (Guria, Choudhary, & Kandulna, 2024). These preferences help businesses know what people like and why they choose one product over another. Consumer preferences are not fixed; they change over time, often based on shifts in trends, marketing efforts and social influence (Khanna, 2016). In a recent study focusing on customised product design, it was shown that people's preferences differ depending on factors like age and gender, especially in areas such as taste, appearance and ease of use (Wedowati, Singgih & Gunarta, 2018). This makes it clear that businesses must not rely on general assumptions but must actively study and understand specific consumer segments.

In the smartphone market, research in Solan town showed that factors such as usability, brand image, price and features contributed heavily to preference formation (Guleria, 2015). This meant that consumers did not only look at what the phone did but how it made them feel, and how it aligned with their lifestyle (Guleria, 2015). In another case looking at processed seafood consumption in Bekasi, Indonesia, the most preferred product turned out to be shrimp (Anastasia, Rizal, Handaka, & Gumelar., 2021). The preference was shaped not only by taste but also by pricing, nutrition and how easily the product could be found in local markets (Anastasia et al., 2021). These findings suggest that consumer preferences can be emotional, practical and convenience-driven all at once (Anastasia et al., 2021).

The process of preference formation can also involve repeated decisions. It is not always a one-time choice. Research has found that consumers might change their preference when asked multiple times, depending on how the choice is framed or how recently they thought about it (Fang, Zhou, Wang, & Zhang, 2024). In a series of preference tests, a large number of consumers switched their responses, which suggested that preferences may not always be as firm as marketers assume (Fang, et al., 2024). This reinforces the idea that people can be influenced during the buying process and might need reassurance, motivation or reminders to stick to their initial choice (Fang, et al., 2024).

Sometimes consumers themselves are not aware of their own preferences until they are guided to think about them. Hauser, Dong and Ding (2014) showed that when consumers

were given time to reflect on their values and needs before being asked about their preferences, they gave more consistent and useful answers. This implies that self-reflection helps people form stronger and more reliable preferences (Hauser et al., 2014). If people are rushed or distracted, their choices might not truly reflect what they want or value. This understanding helps businesses tailor better communication and improve satisfaction by focusing on what really matters to consumers (He 2024). In today's marketplace, technological changes and social influence also play a big role. A 2024 study showed that brand loyalty, online reviews and digital marketing are now strong factors that shape what people prefer and how they shop (Guria, Choudhary & Kandulna, 2024). People now rely more on community opinions and digital interactions, which means that businesses must stay alert to both traditional factors and emerging trends (Guria, et al., 2024). The way people think about purchases is more layered than ever and companies that pay attention to these layers have a better chance at earning loyalty and sales (Rusdian, et al., 2024).

2.1.2 Brand Positioning

Brand positioning is the strategic act of creating a unique space in the consumer's mind for a particular brand, making it distinguishable from its competitors (Sultana, 2020). It is not just a part of marketing but the very core of how consumers relate to and remember brands (Fayvishenko, 2018). When a brand is well-positioned, consumers associate it with a specific idea, feeling or benefit, and this shapes their buying decisions. At the heart of positioning lies

the ability to connect emotionally and rationally with the target audience (Zhen-Zhon, 2022). Positioning can be identity-driven, where the focus is on staying true to the brand's essence, or it can be image-driven, where the aim is to shape perceptions based on market trends and consumer expectations (Zhen-Zhon, 2022). Urde and Koch (2011) in their paper explained how brand positioning can be seen through metaphors like chess or wordplay, symbolising the strategic nature and creativity involved in finding the right space in a crowded market (Urde & Koch, 2011). They point out that positioning is not just about differentiation, but about crafting a narrative that fits both the market's expectations and the brand's internal values (Urde & Koch, 2011).

One of the most important elements of brand positioning is knowing the target market clearly and deeply. Identifying not just who your potential consumers are, but also what they care about and how they think, is essential to successfully positioning a brand (Brzaković, 2018). Trust, familiarity and emotional connection are strong tools in ensuring a brand stays relevant and distinctive in the minds of consumers (Brzaković, 2018). This sentiment was echoed in a later work by the same researchers who noted that while traditional positioning is grounded in data and analysis, newer approaches such as storytelling and creating brand mantras have become increasingly useful in creating deeper consumer engagement (Brzaković & Brzaković, 2021).

Brand positioning also plays a crucial role in forming long-term brand equity. Zhen-zhon (2022) explained that successful brand positioning not only helps a business stand out today, but builds the foundation for how the brand will be viewed in future markets. Positioning influences every aspect of brand development, from packaging and advertising to product design and customer service (Zhen-zhon, 2022). Brands that ignore positioning or apply it incorrectly risk becoming irrelevant or interchangeable, especially in fast-moving and competitive industries (Zhen-zhon, 2022).

Brand positioning is never static. It changes and evolves with consumer preferences, cultural shifts and market conditions. This dynamic nature was discussed in depth by Garachkovska, Sytnyk, Fayvishenko, Taranskiy, Afanasieva, and Prosiannyk (2021), who presented a practical algorithm that businesses can use to adapt their brand positioning strategies over time. Their research stressed that positioning is not a one-time decision but a continuous process that requires monitoring, reviewing and refining based on market feedback (Garachkovska et al., 2021). This is particularly important in the digital age where customer expectations and brand interactions shift rapidly.

The concept is especially significant in services, where the intangible nature of offerings makes it harder for consumers to evaluate quality. Sultana (2020) explored how banks, as service providers, use brand positioning to make their offerings feel more tangible. She showed that positioning helps these institutions differentiate by building emotional and

psychological associations with trust, efficiency and innovation (Sultana, 2020). Her study also revealed how consumer perception is influenced more by brand experience and less by product features, making positioning an even more strategic tool in the services sector (Sultana, 2020). Clarity and focus are key to effective positioning. A good positioning strategy does not try to be everything to everyone. It narrows down what the brand is, who it is for and why it matters. This was supported by Eskiev (2023), who stated that a clear brand positioning message fosters consumer trust, strengthens recognition and enhances the overall perception of the product or service. He also stressed that slogans and taglines, when aligned with positioning, reinforce the brand identity in the consumer's mind (Eskiev, 2023).

2.1.3 Dimensions of Brand Positioning

This study investigates four core dimensions of brand positioning that shape consumer preferences for beverage products: price positioning, which influences perceived brand value and competitiveness (Hrinchenko, Robul, & Zalubinska, 2018); product differentiation, which enables brands to stand out in saturated markets (Harashima); unique selling proposition (USP), which defines the distinctive value a brand offers (Niu and Wang, 2016); and physical evidence, which reinforces brand identity through tangible elements of service delivery and presentation (Sakulwongsirichok, 2016). Together, these dimensions form a strategic framework that guides how beverage brands are perceived, chosen, and remembered by consumers in Benin City.

2.1.3.1 Price Positioning

In brand strategy, price plays a much bigger role than just showing how much a product costs. It sends a message about the brand's value and where it stands in the market (Hrinchenko et al., 2018). Price positioning means choosing a price that fits the brand's image and helps shape how people see it. This is not just about covering costs or matching what others are doing (Sharp, Dawes & Victory, 2024). It is about sending the right signals to customers. A brand's price tells people if it is meant to be seen as high quality, affordable, or somewhere in between. When done right, pricing helps create a strong and clear identity that connects with customers (Simon, 2015).

The price a brand sets speaks to more than just spending power. It touches on emotions and expectations. A product priced at the high end can feel exclusive and desirable, while a lower price can suggest that the brand is practical and within reach (Simon and Fassnacht, 2018). Without a clear pricing plan, a brand might confuse buyers and lose their trust. Simon and Fassnacht (2018) explained that pricing levels such as luxury, premium, medium, low and ultra-low do not only reflect cost but carry promises to customers. A brand that charges luxury prices is not only selling a product but offering a lifestyle, an experience, and a certain type of status (Dion & Borraz, 2017).

When markets become more crowded, the pressure to price smartly grows stronger. Competing only by lowering or raising prices can lead to confusion and even harm the

industry (He, 2024). But when a brand links its pricing to its values and strengths, it can stand out without upsetting the balance. Hrinchenko, Robul, and Zalubinska. (2018) noted that pricing is no longer just about maths and market conditions. It is now deeply tied to how customers think and feel. People pay based on how valuable they believe something is, not just what it costs to make. This means that marketing and finance teams must work together closely to set prices that both reflect the brand and appeal to the customer (Hrinchenko et al., 2018).

Across different parts of the world, pricing needs to be flexible. Cultural habits, the economy, and what competitors are doing all affect what customers are willing to pay. Ewim, Onukwulu, Igwe, Oteri, Ibeh, and Sobowale (2025) stressed the importance of having pricing systems that can change based on these local factors. With the help of technology, brands can now track trends and adjust prices quickly while staying true to who they are (Hrinchenko et al., 2018). Price is no longer just a figure on a tag. It reflects what the brand believes in. But once a price image is set, changing it is not easy. Simon (2015) pointed out, shifting a brand's price position can be slow and risky, like trying to turn a ship that is already moving at full speed.

2.1.3.2 Product Differentiation

Product differentiation is not just a way to promote a product. It is the story a brand tells to show what makes it stand out (Aziz, Ikhwan, Riono, and Islami, 2023). At its heart, it is the

careful effort to set a product or service apart from others by using features, design, quality, image or anything else that adds special value and this helps a brand stand out in a busy market and gives it a clear identity (Aziz, et al., 2023). In a world where customers have many options, this uniqueness helps a brand stay relevant. Xi Ding (2023) points out that it is the special elements of a product or how it is delivered that build loyalty and draw attention. It is not enough to offer something good; it must be different in a way that matters to people. There are two common ways to be different. Vertical differentiation focuses on being better in quality, while horizontal differentiation is about appealing to different tastes, like a unique look or flavour, especially in areas such as fashion or fast moving consumer goods (Miceski & Pašovska, 2013). Being different is not about change for the sake of it; it must be meaningful, and as Jeong (2016) explains, this only works when the differentiation is based on what people actually care about, reflecting genuine consumer needs and values that influence their preferences and loyalty. If people notice and value even small changes, then differentiation can really make a difference. This means brands need to understand their customers well before making changes, so they do not waste time or resources on things that do not matter (Jeong, 2016).

Keeping a product different is not something that happens once and ends, it needs fresh ideas and the ability to change with time (Brzakovic et al., 2018). Williams and Williams (2017) talk about three stages that help keep a product unique: first creating the idea, then putting it

into action, and finally improving it over time. This is especially important in fast changing industries like technology or food and drink. Tojiri (2023) adds that brands that get this right often see more growth and profit, because they keep giving people something they cannot get elsewhere. Wang (2024) note that when done well, being different can give a brand an advantage that does not depend on lowering prices. Atulkar (2020) explains it best by saying that when a brand stands out clearly, through pricing, features or emotional connection, it earns trust and stays in people's minds, which helps build loyalty over time.

2.1.3.3 Unique Selling Products

In today's competitive markets, the idea of a Unique Selling Proposition, or USP, is still very important for any business that wants to stand out (OlajideTalabi & Abubakri, 2012). A USP gives a clear reason why a product or service is not only different from others but also better in a way that matters to customers (OlajideTalabi & Abubakri, 2012). It is that special value or promise that only one brand can offer in a unique way. This promise is what helps people choose one product over another, especially when there are many options that look quite similar on the surface (OlajideTalabi & Abubakri, 2012).

The idea of the USP began with early advertising efforts. Reeves believed that every advert should send a strong message that no competitor was offering. This idea became the heart of how brands are positioned in people's minds (Reeves, 2017). Over time, the USP moved beyond just adverts to become a wider idea linked to brand identity and customer memory.

Başal (2019) explains how it grew from simple reason-why advertising into a deeper brand tool. A good USP is not just about pointing out a feature. It is about showing a benefit that people care about. Niu and Wang (2016) say that a strong USP should be clear, believable, easy to relate to, stand out from others, and focus on a benefit that matters. When all these are present, the USP becomes a strong part of how customers see the brand.

In today's world, it has become harder to create a USP because many products now offer similar features. Setyanto and Kuswoyo, (2021), points out that in such a market, standing out means more than small differences. It takes new ideas, a clear message, and the ability to repeat that message across all platforms. A good USP can guide not just adverts but also product design and business planning. OlajideTalabi et al. (2012) believe that when companies use their USP to fill real market needs, it helps them stay focused and connect with what people truly want. In different sectors, like tourism, Fan and Niu (2014) shows how USPs can bring out the special appeal of places by telling a story that people can relate to. In a time when people are flooded with information, Rossiter and Bellman (2012) adds that brands need to make their USPs both unique and emotional, so they can grab attention and stay in people's minds.

2.1.3.4 Physical Evidence

In service-based industries, where what is being offered cannot be touched or tested before use, physical evidence plays an important role in shaping how people see and trust a brand, it

includes all the things that people can see, touch or experience that reflect the quality and professionalism of the service (Mukherjee & Shivani, 2013). This could be the layout of a space, how clean it is, the look of the branding, or even how the service is presented online (Puteri & Jamiat, 2024). These elements help customers form opinions before the actual service begins. When everything they see lines up with what the brand stands for, it builds a strong sense of trust. Zhou, Ho, and He, (2024) explain that when physical surroundings match brand values, they act like quiet storytellers that show what the brand is all about.

Physical evidence also helps make service experiences clearer and easier to understand. When a space is tidy, well arranged, and matches the brand's style, it makes customers feel more confident in what they are about to receive (Özkul, & Bilgili, 2015). It removes confusion, sets the right mood, and gives people a better sense of what to expect. Whether it is the design of a shop, the feel of a drink's packaging, or the way a mobile app looks and works, these details stick in people's minds and influence how they feel about the brand (Massie, 2024). Uniforms, signage and standard layouts are not just for show, they help keep the service smooth and consistent in different places. Mukherjee and Shivani (2013) also point out that these touches help staff stay focused and aligned with the brand's goals, creating a better working and service environment.

As more services move online, the idea of physical evidence has expanded beyond physical spaces. Websites, apps and other digital tools are now key parts of the customer journey and

must offer the same clear and reliable experience as physical locations (Özkul and Bilgili, 2015). These touchpoints still reflect the brand, so they must be designed with care and purpose. Physical evidence also shows what a company stands for (Puteri & Jamiat, 2024). The way a space is built or the materials used can send a message about values such as care, quality or sustainability. Suleiman, Yusuf, & Muhammad (2020) note that even small design choices can shape how people feel about a brand in the long run. Tiong, Sondoh Jr, Igau, & Tanakinjal, (2017) add that businesses can use eco-friendly spaces or packaging to show they care about the planet, which speaks to today's environmentally aware customers. Kozlova (2024) sums it up by saying that physical evidence turns branding into something people can actually experience, making it easier to connect with and remember.

2.2 Brand Positioning and Consumer Preference

Brand positioning and consumer preference work hand in hand and are both key parts of a successful marketing strategy. Brand positioning is the intentional effort made by a company to build a clear image of its brand in the minds of its target audience (Sultana, 2020). It helps the brand stand out from the competition and connect with what people want or need (Brzaković and Brzaković, 2021). This image, once formed, plays a strong role in guiding what people choose to buy. The way a brand presents its message, values and benefits affects not only how well people know it but also how much they like and trust it (Sair & Shoaib, 2014).

Understanding what shapes consumer preference means looking at both how people think and the world around them (Zhen-Zhon, 2022). These preferences are shaped by how people feel about a brand's message, how they view its reputation and what they experience when using the product or service. These are all influenced by personal values and cultural background (Nugraha & Sjoraida, 2025). When a brand explains its benefits in a way that is clear and feels relevant, whether it is about solving a problem, fitting someone's lifestyle or offering social appeal, it gives people strong reasons to choose it (Lhotáková & Klosová, 2009). Research shows that strategies based on benefits and relatable users often work better than those that only focus on features (Sair, 2014).

The link between positioning and preference is not fixed. It changes as customer needs and market conditions shift (Gengler & Mulvey, 2017). Brands that stay relevant are those that keep updating how they present themselves based on what customers are saying and what competitors are doing (Nalca, Boyacı & Ray, 2017). When a company listens to what people like, such as flavour preferences or lifestyle changes, it can adjust its message to better fit what is wanted. This makes the brand feel more personal and increases the chance that customers are willing to pay more for it (Gengler & Mulvey, 2017). This kind of flexibility keeps the brand special and helps it stay among the top choices when customers are deciding what to buy (Gengler & Mulvey, 2017).

Positioning starts by clearly knowing who the brand wants to serve and what matters most to those people. Focusing on specific groups and their unique interests, brands can shape messages that feel more direct and meaningful (Lhotáková & Klosová, 2009). This helps create a strong space for the brand in people's minds, especially those most likely to support and choose it (Brzaković, Brzaković, & Brzaković, 2018). To make this work, brands need to keep their message consistent across all their platforms so that people always see the same brand personality and values (Oralkan, 2019).

Once a brand wins customer preference, it affects much more than just sales. People who feel good about a brand are more likely to keep buying from it and recommend it to others (Nugraha & Sjoraida, 2025). But if the brand message is unclear or changes too often, it can confuse customers and cause them to lose interest (Sair, 2014). This shows why it is important for brands to be clear and steady in the way they position themselves. When done well, brand positioning does not just bring short term results. It helps build strong customer relationships that support the business over time.

2.2.1 Price Positioning and Consumer Preference on Beverage Product

Price positioning significantly shapes consumer choices in the beverage market by influencing perceptions of value and quality, especially when the product cannot be tested beforehand (Sharif, Rehman, Ahmad, Albadry & Zeeshan, 2024). A higher price can create the idea that the product is made with better ingredients, tastes better, or offers something

special that cheaper options do not (Simon & Fassnacht, 2018; Ewim, Onukwulu, Igwe, Oteri, Ibeh, & Sobowale., 2025). On the other hand, drinks that are more affordable tend to attract people looking for something simple, good enough, and easy to buy without spending too much (Hrinchenko, Robul, & Zalubinska 2018).

When the price of a product does not match what the brand promises or the actual experience, customers can feel let down. A drink that costs a lot but does not taste as expected might drive customers away, especially those who are careful with spending (Ubeja & Patel, 2014). If the price is too low, some might think the product is cheap in quality or not worth trying (Simon, 2015). This means businesses must study the market well and understand what other brands are doing so that their pricing supports their brand message (Simon, 2015). Keeping prices steady also helps build trust, as customers start to feel that the brand is reliable (Gu & Wang, 2023). But when prices go up and down too often, it can lead to confusion and weaken customer trust and loyalty (Pratiwi, Rosmawati, & Usman, 2019). With better access to data and technology, companies can now watch what customers are doing and change prices in a smarter way. This helps brands keep up with what people want without risking their profits (Ewim et al., 2025). It also makes it possible to use different prices for different groups of people, depending on what they can afford or what they expect. This kind of pricing feels more personal and can make more people feel like the brand is thinking about their needs (Simon & Fassnacht, 2018).

Price alone does not shape preference, it works together with other things like packaging, branding and how the product reaches customers. In the beverage market, a product that costs more but also shares clear information about its ingredients or how it supports fair trade can be more appealing to certain groups of people (Hrinchenko et al., 2018). Today, people want more than just a good price. They want to feel that what is being bought matches their values and gives them something more. Price must reflect that feeling of value, and when it does, it strengthens how people see and prefer a brand (Hrinchenko et al., 2018).

2.2.2 Product Differentiation and Consumer Preference on Beverage Product

Product differentiation plays an important role in shaping what people choose to buy in the beverage market as it is what helps one drink stand out from another by offering something different that customers can see, taste or feel (Aziz et al., 2023). These differences could be in the flavour, ingredients, health benefits, packaging or the story behind the brand (Ding, 2023). When product qualities align with what consumers' care about such as health, lifestyle, or personal taste, they can strongly influence purchasing decisions and determine what ultimately ends up in their shopping basket. (Nagina, Kaur, Qazi, Bhalla & Mir Alam, 2024). There are two main ways drinks can be different. Vertical differentiation happens when a product is seen as better in terms of quality. This could be because it uses natural ingredients, offers higher purity or is made in a way that feels more premium (Miceski & Pašovska, 2013). People who focus on health or enjoy luxury tend to choose these types of drinks, even if they

cost more. On the other hand, horizontal differentiation is about different tastes and styles (Nagina et al., 2024). This means the drinks are not better or worse than each other, but simply offer variety to match personal preference, like a fruity flavour or a bold design (Jeong, 2016). What makes product differentiation really powerful is how it creates a bond between the brand and the customer. When a drink feels like it fits someone's lifestyle or beliefs, it becomes more than just a product, it becomes part of their identity (Nagina et al., 2024). Brands that show care for the environment, embrace culture, or speak to a certain way of living often build stronger loyalty (Sisodia, 2010). Keeping this connection fresh is important. Brands that continue to improve and add new value to their drinks stay relevant, especially when trends and customer needs change (Tojiri, 2023).

If a brand stops offering something unique, it risks becoming forgettable. In a market full of similar options, customers will quickly move on if there is nothing special that catches their attention (Wedowati, Singgih & Gunarta, 2018). Differentiation does more than help a product stand out, it allows the brand to charge fair prices and keep customers coming back, not just for the cost, but for the qualities they value (Ding, 2023). In the end, what makes people pick one drink over another is often how well the brand gives them a reason to care, and that starts with clear and meaningful product differences.

2.2.3 Unique Selling Products and Consumer Preference on Beverage Product

Unique Selling Points, also known as USPs, give a beverage its edge by showing clearly why it is worth choosing over others. A USP draws attention to specific benefits or features that set a product apart and are not easy for other brands to copy (Niu & Wang, 2016). In the beverage industry, this can come from using natural ingredients, having a special recipe, offering health benefits like added energy or antioxidants, or showing commitment to fair trade and ethical sourcing (Başal, 2019). These qualities give people strong reasons to prefer one drink over the rest in a crowded market.

Clear and honest USPs help reduce confusion in a market where customers are often faced with too many choices (Fan et al., 2014). A strong USP makes it easier for people to know which product suits their needs, helping them build trust in the brand over time (Niu and Wang, 2016). The success of a USP depends on how real and relevant it feels. Big promises or unclear messages tend to make people doubt the product. On the other hand, specific and believable claims are more likely to create interest and preference (OlajideTalabi & Abubakri, 2012).

Emotional and cultural connections can also make a USP more powerful. Brands that reflect values shared with their customers or link to identity and lifestyle tend to form stronger relationships. These kinds of connections help people feel that the brand understands them, which builds loyalty and encourages them to speak well of the product (Fan et al., 2014). In a

market where so many products look and sound similar, not having a clear USP can make it hard for any drink to stand out or keep people interested for long (Fan et al., 2014).

USPs work best when they match what people are actually looking for and when they are backed up by everything the brand does. This includes how the product is packaged, how it is marketed, and what customers experience when they use it (Nadeem, Jamal, AsadUllah & Rasheed, 2019). Keeping this message steady across all parts of the brand helps people remember it more easily and builds long term preference (Pauwels, Sud, Fisher, & Antia, 2022). In simple terms, a good USP acts like a promise that the brand will keep offering something special, and that promise makes the product more trusted and more likely to be chosen (Pauwels et al. 2022).

2.2.4 Physical Evidence and Consumer Preference on Beverage Product

Physical evidence plays a strong role in shaping how customers see a beverage brand which includes everything a person can see or touch before even trying the drink (Mukherjee & Shivani, 2013). This includes how the packaging looks, how clear the label is, how the product is arranged in shops and even how it appears online (Zhou, Ho & He, 2024). The design and quality of packaging can send messages about freshness, safety and the amount of care that went into making the drink. These small details help people feel more confident and make them more likely to choose one brand over another (Mukherjee & Shivani, 2013).

More people now care about how brands treat the environment. This makes packaging choices an important part of physical evidence (Wisesa, Sariami & Gorda, 2023). Brands that use materials that can be recycled or go for simple designs often connect better with customers who want to make responsible choices (Sinha, Singh & Mehta, 2018). These actions show that the brand cares about more than profit, which can strongly influence buying habits (Tiong, Sondoh Jr., Igau & Tanakinjal, 2017). The way drinks are displayed in shops and how the space feels also matters. A clean and well organised area adds to a good impression and helps support the image the brand wants to show (Suleiman, Yusuf, & Muhammad, 2020).

Online spaces now act as part of the product experience. A well-presented website or social media page gives customers the same kind of confidence they get from seeing a good product display in a shop (Sakulwongsirichok, 2016). Clear images, simple language and a consistent brand style online make it easier for people to trust the product and feel good about their choice (Özkul and Bilgili, 2015). These online elements serve as proof that the brand is reliable, even before someone sees the product in person (Wisesa et al., 2023).

Physical evidence, whether in-store or online, reinforces the brand's message by providing visible cues that help customers assess if a product meets their expectations (Tiong et al., 2017). This helps reduce doubt and makes it easier for them to make a decision. A brand that takes care in how it presents itself is more likely to be trusted and chosen, because it shows

attention to detail and respect for the customer (Fernández-Vázquez, Stinco, Hernanz Vila, Heredia, Chaya, & Vicario, 2017).

2.3 Theoretical Review

Building a strong brand and keeping customers interested in it over time often depends on how well a business understands what gives it an edge and what influences people's buying decisions. This part looks at four useful theories that help explain these ideas. These include the resource based theory, consumer behaviour theory, the theory of planned behaviour, and Maslow's hierarchy of needs. Each one gives a different but helpful way to understand how brands can grow and succeed through better positioning and deeper connections with people who buy their products. Together, they show how a brand can be more than just a name or a logo, especially when it speaks clearly to what customers value.

2.3.1 Resource-Based Theory

This study is guided by the resource based theory, first introduced by Wernerfelt (1984) and later developed further by Barney (1991). The theory explains how businesses can gain and keep a competitive advantage based on the resources they have. These resources could be things you can see and touch, like machines or buildings, or things that are not physical, like brand reputation or customer loyalty. What matters most is how these resources are used to bring in results that other companies find hard to copy.

Within this idea, a brand is seen as a valuable resource that is based in the market but cannot be physically touched. It is not the logo or packaging alone that gives it value, but the meaning people attach to it. A strong brand sends out a clear message of quality, trust and something special that other brands may not offer (Stonkovic & Dukic, 2017). When a brand is positioned well, it stands out and gives people a reason to choose it. This builds long term customer relationships and improves business performance.

This study looks at how beverage businesses in Benin City use brand positioning as part of their strategy. The brand is treated as a useful resource that, if managed properly, can bring real value (Halemba Pawlik & Czarnecka, 2017). The way these businesses present their brand, especially how they show its value and what makes it different, affects how well they attract and keep customers. Making good use of a strong brand helps improve marketing results and supports long term success in a competitive market (Halemba Pawlik & Czarnecka, 2017).

2.3.2 Consumer Behavior Theory

Consumer Behaviour Theory helps explain why people choose certain products and how they make those decisions. It started with ideas from psychology and economics, which viewed people as rational decision makers who pick products based on logic and personal benefit. Over time, the theory grew to include emotions, habits, culture and social influences that also affect choices (Zhang & Sun, 2017). Early thinkers like Howard and Sheth (1969) introduced models that looked at how learning, attitudes and perception shape buying habits. Today, the

theory is widely used to study customer loyalty, preferences and how people respond to different brands and offers (Rusdian, Sugiat & Tojiri, 2024).

In the context of beverage products in Benin City, Consumer Behaviour Theory helps explain how people react to brand messages, prices and product features. Price can be seen as more than just cost. It can reflect value, status or quality, depending on how people feel about the brand and how much they can afford (Nanitashvili, 2013). Product uniqueness also plays a role by making it easier for customers to choose drinks that match their taste or lifestyle (Sundareswaran, Kamaraj, Sanjay, Devi, & Elangovan, 2022). Unique selling points give customers a quick reason to prefer one product, while physical evidence like packaging makes the product feel more trustworthy and appealing (Zhou, Ho & He, 2024).

Experience also matters when it comes to how people form preferences. Some customers in Benin City are more familiar with certain brands, which affects how they make choices. A brand that makes a strong first impression can influence future buying behaviour and build loyalty over time (Terziev, Banabakova, Stefanov, & Georgiev., 2017). Marketers who shape their messages and product experience to fit local values and expectations are more likely to attract attention and keep customers interested (Rusdian, Sugiat, & Tojiri, 2024). This approach helps predict how people in the area will respond to changes in price, new product ideas or updated packaging.

2.3.3 Theory of Planned Behaviour

The theory of planned behaviour, introduced by Schifter and Ajzen (1985), explains how people make decisions and carry out actions, including buying products. It is based on the idea that behaviour is guided by intention, which itself is shaped by three things: attitude, social pressure, and perceived control. Attitude refers to how someone feels about the action, social pressure is about what others think, and perceived control is how easy or difficult the person believes it will be to carry out the action. Many researchers use this theory to understand what influences customer choices and preferences across different types of products (Olanipekun, Ojo and Adedayo, 2017).

In the beverage market of Benin City, this theory helps show how personal opinion, social influence and practical barriers affect what people prefer. Price can shape attitudes, especially when people connect cost with either quality or affordability. Product differences make options more appealing, while unique selling points help form positive views by showing clear benefits customers care about (Kumo, 2023). Social groups also play a strong part in shaping preferences. In communities where people rely on each other's opinions, a drink that is liked by friends or family often becomes the preferred choice due to social support and shared approval.

Perceived control focuses on what may stop someone from buying, even when they have good feelings about a product and support from others. This could be the cost of the product, how easy it is to find, or how often it is available in local shops (Sundareswaran, Kamaraj,

Sanjay, Devi, & Elangovan, 2022). The theory helps explain why a person may intend to buy something but fail to follow through. Majeed (2018) points out that TPB gives a strong base for planning better marketing strategies. By considering product design, social influence and access, businesses in the beverage sector can better understand how to connect with customers and shape their buying habits in a practical way.

2.3.4 Maslow's Hierarchy of Need

Maslow's Hierarchy of Needs, introduced in 1943, arranges human needs into five levels. These are physiological, safety, social, esteem and self actualisation. The idea is that people are more likely to focus on meeting their basic needs first, before turning to the higher ones. This theory has been useful in marketing because it helps explain what people are looking for in the products they choose (Sur, 2017). By understanding which level a consumer is focused on, brands can shape their messages and products in a way that matches what the customer needs most at that time.

In the beverage market in Benin City, this theory helps explain what drives people's choices. At the most basic level, people choose drinks to satisfy thirst, which meets their physiological need. Brands that offer clean packaging and proper hygiene appeal to safety needs by showing that their products are safe and trustworthy (Mukherjee & Shivani, 2013). Social needs come into play when people pick drinks that help them bond with others or fit into a group. Esteem needs influence choices linked to price and design, where people want to feel

important or stand out. Drinks that seem high quality or unique often appeal to people seeking recognition or status.

Self actualisation, the top of the pyramid, is where people look for personal growth and meaning. Drinks that promote health, support the environment or follow sustainable practices appeal to these needs. Unique selling points like being organic or eco-friendly connect with these values and help build a strong brand image (Tiong, Sondoh Jr, Igau, & Tanakinjal, 2017). Research supports using Maslow's theory to understand customer behaviour and design messages that match their main goals (Chen, 2023). In Benin City, knowing what stage customers are focused on helps beverage companies create products and adverts that feel personal and meet real needs, which encourages loyalty and preference.

2.4 Empirical Review

This section focuses on research that has measured how brand positioning affects customer preference in actual market settings. It highlights findings from past studies that explored how factors like product features, price, packaging and brand image influence buying decisions. These studies help explain how customers respond to different branding strategies and what drives them to choose one product over another. Looking at these findings provides a clearer view of how brand positioning shapes customer behaviour in practice.

Verma and Chandra (2025) investigated how strategic brand positioning impacts consumer trust in startups, using Crickbug Pvt Ltd as the focus of their study. The research was

designed to uncover how key branding components such as identity, transparency, consistency, and customer-centric messaging influence trust-building in emerging companies. A case study method was applied, drawing on both qualitative insights and market-driven evaluations of brand performance. The study revealed that when startups present a consistent and authentic brand identity, consumers are more likely to form lasting trust, which in turn increases engagement and purchase likelihood. Findings showed that clear communication of values, along with a customer-first approach, played a crucial role in shaping favourable brand perceptions. It was recommended that startups strengthen their market presence through targeted brand narratives, improved visibility, and a commitment to long-term trust development by aligning product and communication strategies with customer expectations.

Itopa (2021) investigated the effect of brand name on consumer preferences for chocolate beverages in North Central Nigeria. Using a descriptive survey design, the study targeted 45,173 undergraduate students across federal universities, selecting a sample of 396 respondents. Data were analyzed using descriptive statistics and Ordinary Least Squares (OLS) regression. Results indicated that brand image, brand quality, brand awareness, and brand association significantly and positively affected the preference of university undergraduates. The study concluded that the brand name plays a vital role in shaping consumer preference and recommended that marketers focus on promotional tools to

strengthen brand awareness and image within target groups. These efforts help create lasting consumer preference and loyalty in the beverage sector.

Biru (2021) study examined how social media and situational variations influence beer brand preference in Nekemte Town. Using an explanatory research design with a deductive approach, the study sampled 351 beer consumers through convenience and purposive sampling. Data collected via a five-point Likert scale questionnaire were analyzed using correlation and regression techniques. Findings revealed that social media and situational factors significantly and positively influenced brand preference, explaining 62.6% of variance in consumer perception ($R^2 = 0.626$). The study recommended that beer producers align social media campaigns with situational factors and consumer contexts to enhance brand preference and maintain competitive advantage in dynamic markets.

Jothi, Nivethiga, and Sabarirajan (2024) conducted a study to evaluate how brand positioning strategies influence consumer perceptions in textile retail outlets. Focusing on outlets in Dindigul District, the study aimed to understand the key drivers behind effective positioning and how these affect brand loyalty and customer preference. A combination of demographic and psychographic analysis was applied to segment the market and assess brand personality, competitive advantages, and customer expectations. Data was collected using structured questionnaires and processed through statistical tools to examine relationships between variables. Findings revealed that brand image, communication of unique selling points, and

consistency in brand values were strongly linked with improved consumer perception and loyalty. The study recommended that textile retailers focus on clear communication of their brand's strengths, maintain consistency across marketing channels, and tailor brand experiences based on consumer demographics and psychographic profiles to increase engagement and loyalty.

Lee and Choi (2019), studied the impact of global consumer culture positioning (GCCP) versus local consumer culture positioning (LCCP) on brand evaluation and consumer attitudes. Their sample consisted of 210 randomly selected university students in Seoul, exposed to eight different TV advertisements, split evenly between GCCP and LCCP strategies. Using structural equation modeling, they found that GCCP significantly improved brand evaluation dimensions such as perceived quality, price, and prestige compared to LCCP. These effects were stronger among consumers with low ethnocentrism and low product knowledge. The study suggests that brands targeting cosmopolitan consumers should emphasize global cultural elements in advertising to enhance preference.

Garachkovska, Sytnyk, Fayvishenko, Taranskiy, Afanasieva, and Prosiannyk (2021) developed a structured framework for the strategic management of brand positioning in highly competitive market conditions. The purpose of the study was to move beyond general theoretical discussions by offering practical guidance through an actionable model. The authors proposed an algorithm that includes five distinct stages and eleven specific tasks,

outlining a step-by-step process for companies to implement effective brand positioning strategies. The research was designed using a descriptive approach and placed strong emphasis on marketing system development, particularly in mass consumer environments. Although empirical testing tools were not detailed, the proposed model was grounded in applied marketing theory and intended for real-world use. The findings stressed that successful brand positioning requires continuous adaptation and strategic planning, especially when market conditions are unstable. The study recommended the integration of brand value preservation tools and the consistent use of internal knowledge to avoid common strategic errors in positioning.

Khamidova and Ulanovskaya (2021) explored how consumer preferences influence the creation of effective brand positioning strategies in the wine industry. The study aimed to determine how cultural, behavioural, and psychological characteristics of consumers could inform the development of brand identity and differentiation. Through marketing research focused on the needs of consumers at various levels of Maslow's hierarchy, the authors examined how emotional, social, and quality-related preferences shaped perception. Using survey instruments, the study identified that consumer choices were strongly influenced by product image, cultural alignment, and emotional appeal, making these crucial parameters in building brand loyalty. Results showed that brand value increases when firms actively respond to these factors with unique positioning efforts. The authors proposed integrating

emotional resonance, cultural familiarity, and consumer lifestyle considerations into branding strategies to strengthen market competitiveness. It was recommended that winemakers focus on long-term brand equity by aligning product identity with deeper psychological and lifestyle-driven consumer expectations.

Ekakitie-Emonena (2021) conducted a multi-city empirical study investigating how Customer Relationship Management (CRM) and environmental factors influence customer preference for electronic brands in the Niger Delta region, including Benin City. The study used a survey design involving 778 valid responses from showrooms across five cities—Asaba, Benin, Yenagoa, Port Harcourt, and Calabar. Data were collected using structured questionnaires and analyzed using regression analysis. The study found that variables like customer retention, relationship management, privacy, family influence, peer groups, technological exposure, culture, and competition significantly and positively affected brand preference. In contrast, customer attraction, conversion, and economic factors had negative associations with brand preference at the 5% significance level. The study concluded that companies should prioritize factors like privacy and cultural alignment in brand positioning. The author recommended the inclusion of these variables in future CRM strategies and warned against generalizing foreign brand studies to Nigerian contexts due to contextual variations.

Dumbili and Uwa-Robinson (2022) explored how young Nigerians aged 18–24 negotiate and make sense of their alcohol brand preferences in a saturated beverage environment. Using

qualitative in-depth interviews, the study grouped participants based on their preferences for beer, spirits, or wine and uncovered a nuanced understanding of brand decision-making. Preferences were influenced by factors such as gendered advertising, alcohol content, peer influence, social image projection, and price sensitivity. For example, while men preferred high-strength beers and spirits for intoxication and social dominance, many women gravitated toward flavored or low-strength brands marketed as “feminine” or “safe.” Some participants chose expensive or foreign brands to convey status, while others avoided such brands to reject elitist identity. Advertising and peer recommendations emerged as critical positioning tools shaping consumer brand loyalty. The authors recommended restricting youth exposure to aggressive alcohol marketing and limiting brand availability to reduce consumption and brand loyalty development.

Ayanwale, Alimi, and Ayanbimipe (2005) conducted a survey-based study to examine the influence of advertising on consumer brand preference for Bournvita, a leading food drink in Nigeria. The study sampled 315 randomly selected consumers from Lagos, Ibadan, and Ile-Ife using a structured questionnaire. Data were analyzed using descriptive statistics and inferential methods. Results showed that 38.73% of respondents preferred Bournvita, with the primary reasons being captivating advertising (42.62%) and perceived product quality (40.16%). Notably, 71.43% of respondents identified television advertising as the most influential medium shaping their preferences, followed by radio and print media. The study

found that advertising had a uniform impact across gender and age groups, confirming its broad influence. The authors concluded that advertising remains a pivotal marketing tool for sustaining consumer interest and market share, and they recommended strategic investment in emotionally engaging and informative campaigns to maintain brand loyalty.

Ebhote and Odia (2020) investigated the role of celebrity endorsement in influencing consumer purchase demeanor in Benin City, focusing on the telecommunication and beverage industries. The study centered on Pepsi-Cola consumers and GLO network users within the University of Benin campuses (Ugbowo and Ekehuan). A judgmental sampling technique was used to select a sample of 400 respondents, from which 371 valid questionnaires were analyzed. The researchers found that celebrity endorsement plays a significant role in shaping brand perception and influencing consumer purchase decisions, particularly among younger consumers. The study emphasized that brand image, trust, and familiarity with the celebrity were central in affecting purchase demeanor. It was observed that celebrity-product alignment and emotional connection significantly increased consumers' likelihood of choosing endorsed brands. The authors recommended expanding future studies to cover other industries beyond beverages and telecommunications to validate whether celebrity endorsement consistently influences consumer behavior across sectors.

Chinepalli Kumar (2025) examined how brand positioning influences customer preferences for Hero MotoCorp motorcycles through a focused case analysis of Prudhvi Hero, a

dealership operating in a competitive two-wheeler market. The study aimed to determine how strategic branding efforts impact brand recall, trust, and repurchase behaviour. Using a structured questionnaire and descriptive data analysis, the study gathered consumer responses regarding brand perception, pricing, service network, and product reliability. The results indicated that consumers preferred Hero due to its affordability, reliability, and the strength of its after-sales service network. The study revealed that trust and perceived value are central to the brand's appeal, with customer willingness to recommend the brand serving as a strong loyalty indicator. Recommendations focused on the need for Hero to enhance customer experience through innovation, targeted digital marketing, and improved sustainability practices, especially in the face of rising demand for electric alternatives and more eco-conscious branding.

Zahid and Hafeez (2022) explored the relationship between brand image and consumer taste preference through a two-phase experimental taste test involving 102 participants. In the first phase, participants sampled identical ketchup products presented in different branded bottles, designed to test whether taste preference is shaped by branding rather than actual taste. Results showed that most participants preferred the brand they already used at home, despite the samples being the same, confirming a positive psychological bias tied to brand familiarity. In the second phase, the same products were presented unbranded, leading to more objective taste-based choices, with many participants favoring brands different from their usual

preference. Data were analyzed using Optimal Scaling (CATREG). The findings suggest that brand image significantly influences perceived taste, and that consumers are often unaware that their taste preferences are biased by branding. The authors recommended that marketers invest in brand reinforcement strategies to influence consumer preferences and loyalty.

The study by Buari, Salaudeen and Emmanuel (2022), titled “*The Impact of Advertising Medium on Consumer Brand Preference for Beverages in Osun State, Nigeria*”, investigated how different forms of advertising influence consumer buying behavior, especially regarding Cadbury Nigeria PLC’s beverage products. Using a descriptive survey design and a simple random sampling technique, data were collected through a structured questionnaire and analyzed with simple percentages and frequency tables. The findings showed that advertising significantly influenced consumer purchase decisions and the sales performance of beverage brands. Among advertising platforms, radio, television, billboards, and online platforms were the most effective in driving brand preference. The study concluded that advertisement is a major factor in maintaining consumer loyalty and influencing preference, especially in the highly competitive Nigerian beverage industry. It recommended that companies should continue investing in quality improvement and strategically deploy media that best captures consumer interest.

Cai, Wu, He, and Liu (2024) investigated how different emotional states affect consumer attitudes towards brands that adopt global consumer culture positioning (GCCP). The study

aimed to understand whether approach-oriented emotions, as opposed to avoidance-oriented ones, enhance the effectiveness of globally positioned branding. Four controlled experiments were conducted, using emotion induction techniques and attitude measurement tools to test consumer responses under varying emotional conditions. Data analysis confirmed that approach-oriented emotions led to stronger brand attitudes when linked with promotion-focused brand associations. Mediation analysis showed that these associations were the key drivers of improved perception. However, this emotional effect disappeared when participants were made aware of the influence of emotions on their judgement. The findings indicated that emotions play a central role in shaping brand preferences under global positioning strategies. It was recommended that marketers incorporate emotion-evoking content, particularly under promotional contexts, to improve brand engagement without triggering consumer awareness of influence tactics.

Ayeni, Ajayi, and Arogundade (2022) employed the Analytic Hierarchy Process (AHP) to evaluate how consumers rank brands of pocket-friendly sized beverage packaging in Southwest Nigeria. The study sampled 384 university students out of a total population of 314,797, using a multistage sampling technique based on Krejcie and Morgan's formula. Data were collected through structured questionnaires with a 99.22% response rate and analyzed using both descriptive statistics and AHP. Findings revealed that while preference factors varied by brand, the synthesis from AHP indicated that Bournvita (Cadbury) had the

highest priority weight among all beverage brands. This was followed by Nestlé, Wringing, Promasidor, and Friesland Campina. Key parameters influencing preference included taste, affordability, packaging, availability, and nutritional value. The authors emphasized that improving product quality is crucial for influencing consumer purchasing decisions and sustaining brand loyalty in a competitive market environment.

Kwajaffa, Barnabas, and Ohida (2018) conducted an empirical study to evaluate the influence of brand image and promotional mix on consumer buying decisions for beverage products in Maiduguri Metropolitan Council, Borno State, Nigeria. Using a survey research design and convenient sampling technique, the researchers administered 400 questionnaires, with 384 valid responses returned. The analytical approach was based on the Pearson Product-Moment Correlation. The study revealed a statistically significant positive correlation between brand image, advertising, sales promotion, personal selling, and consumer buying decisions at the 0.01 level (2-tailed). It was found that well-executed promotional strategies coupled with strong brand identity can encourage repeat purchases and stimulate word-of-mouth referrals. The researchers emphasized the need for fast-moving consumer goods companies to invest in distinct promotional mixes that combine various tools effectively. They concluded that consumer perception of brand image is a powerful determinant of sustained purchase behavior in the beverage market.

Nugraha and Sjoraida (2025) explored the relationship between brand positioning strategy, consumer knowledge, and how these influence brand attitude and purchase decisions. The study targeted consumers who had bought electronic products within the past six months, collecting data from 250 respondents using online surveys. Path analysis and multiple regression techniques were employed to evaluate the strength of relationships among variables. Results showed that brand positioning had a strong positive effect on brand attitude ($\beta = 0.52$), while consumer knowledge also significantly influenced attitude ($\beta = 0.41$). Brand attitude in turn had the highest effect on purchase decision ($\beta = 0.65$), confirming its mediating role. The study highlighted that a well-positioned brand, supported by informed consumers, leads to stronger purchasing outcomes. It was recommended that businesses focus on refining their brand identity and educating their market through clear and relevant brand information to foster stronger attitudes and drive consistent purchase behaviours.

2.5 Research Gaps

This study focuses on a clear gap in understanding how brand positioning shapes consumer preference within the beverage sector. While earlier research has explored different parts of consumer behaviour and marketing strategy, there is still not enough evidence on how specific positioning elements such as price, product uniqueness, selling points and physical presentation influence buying decisions in markets that are constantly changing (Punniyamoorthy, 2017; Gupta and Maharshi, 2014). The way people now think about health,

sustainability and digital interactions has changed how they choose drinks, but these shifts have not been fully explored in studies on brand positioning (Chaugule, 2024; Kordecki, 2024).

Limited attention has also been given to local markets like Benin City, where consumer behaviour may differ from larger or more developed areas (Trần, 2025). This makes it harder for brands to know how to appeal to customers in such regions. New research in neuromarketing has shown that people respond to brand messages in ways they may not even realise, but these insights have not yet been clearly linked to traditional branding strategies (Nazari et al., 2014). This study plans to close these gaps by looking closely at how different aspects of brand positioning influence consumer choices in today's fast changing environment. The aim is to give useful advice to beverage brands so they can better meet customer needs and stay relevant in the face of rising expectations (Satish, 2024).

2.6 Empirical Review Summary

The empirical review presents evidence from various studies examining how brand positioning shapes consumer preferences across different industries and markets. The reviewed works draw on diverse methods, including surveys, experiments, and case studies, offering practical recommendations for strengthening brand strategies. Together, they show that a clear, consistent, and consumer-centred brand identity plays a crucial role in gaining market advantage and building long-term customer relationships.

Table 2.1: Empirical Review Summary

Author(s) & Year	Study Focus	Methodology	Key Findings	Recommendation
Verma & Chandra (2025)	Impact of strategic brand positioning on consumer trust in startups	Case study of Crickbug Pvt Ltd using qualitative insights and market evaluations	Consistent and authentic brand identity builds trust, increases engagement, and purchase likelihood; clear values and customer-first approach are vital	Strengthen market presence with targeted narratives, improved visibility, and long-term trust strategies
Itopa (2021)	Effect of brand name on consumer preferences for chocolate beverages	Descriptive survey of 396 university students analysed with descriptive statistics and OLS regression	Brand image, quality, awareness, and association positively affect preference	Focus on promotional tools to boost brand awareness and image
Biru (2021)	Influence of social media and situational variations on beer brand preference	Explanatory research with 351 beer consumers, correlation and regression analysis	Social media and situational factors significantly influence brand preference ($R^2=0.626$)	Align social media campaigns with situational factors and consumer contexts
Jothi, Nivethiga & Sabarirajan (2024)	Impact of brand positioning strategies on consumer perceptions in textile retail outlets	Demographic and psychographic segmentation, structured questionnaires	Brand image, USP communication, and value consistency improve perception and loyalty	Maintain consistency across channels, communicate strengths, and tailor experiences
Lee & Choi (2019)	Impact of GCCP vs LCCP on brand evaluation and consumer attitudes	210 university students exposed to GCCP and LCCP TV ads, structural	GCCP improves perceived quality, price, and prestige, especially for low ethnocentrism	Use global cultural elements to target cosmopolitan consumers

Author(s) & Year	Study Focus	Methodology	Key Findings	Recommendation
		equation modelling	consumers	
Garachkovska et al. (2021)	Structured framework for strategic brand positioning in competitive markets	Descriptive approach developing a five-stage, eleven-task algorithm	Successful brand positioning needs continuous adaptation and planning	Integrate brand value preservation tools and internal knowledge
Khamidova & Ulanovskaya (2021)	Role of consumer preferences in wine brand positioning	Survey research based on Maslow's hierarchy	Product image, cultural alignment, and emotional appeal drive loyalty	Align brand identity with psychological and lifestyle-driven expectations
Ekakitie-Emonena (2021)	Effect of CRM and environmental factors on electronic brand preference	Survey of 778 consumers in 5 cities, regression analysis	Customer retention, relationship management, privacy, and cultural factors positively affect preference	Include these factors in CRM strategies, avoid generalising foreign studies
Dumbili & Uwa-Robinson (2022)	Youth alcohol brand preferences in Nigeria	Qualitative interviews with consumers aged 18–24	Preferences shaped by gendered ads, alcohol strength, peer influence, and social image	Limit aggressive youth marketing and brand availability
Ayanwale, Alimi & Ayanbimipe (2005)	Influence of advertising on Bournvita brand preference	Survey of 315 consumers, descriptive and inferential statistics	Advertising and product quality drive preference, TV most influential medium	Invest in emotionally engaging campaigns
Ebhote & Odia (2020)	Celebrity endorsement effects on brand perception and purchase behaviour	Judgmental sampling of 400, 371 valid responses analysed	Celebrity endorsement boosts brand image and purchase likelihood, especially among youth	Ensure celebrity-product alignment and emotional connection
Chinepalli	Brand	Structured	Affordability,	Enhance customer

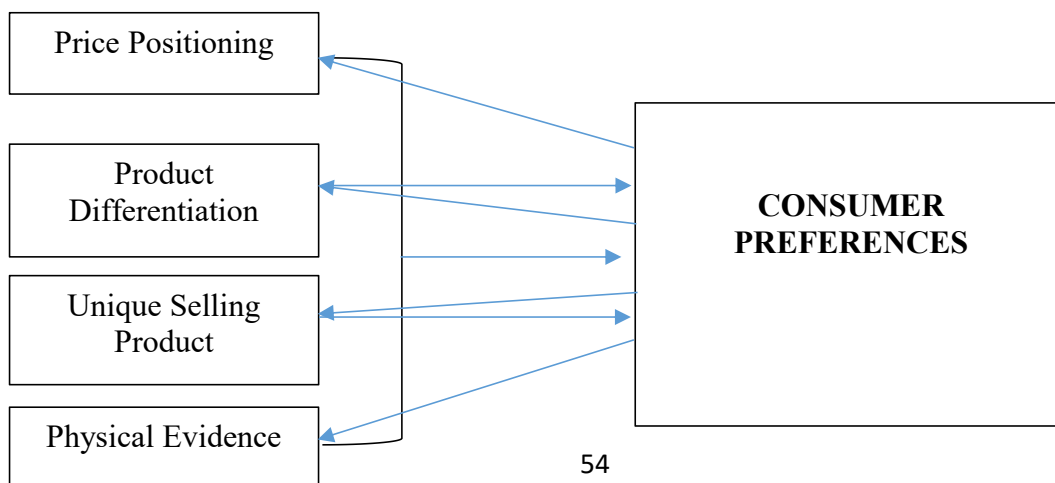
Author(s) & Year	Study Focus	Methodology	Key Findings	Recommendation
Kumar (2025)	positioning and customer preferences for Hero motorcycles	questionnaires and descriptive analysis	reliability, and after-sales service drive preference	experience through innovation and sustainability
Zahid & Hafeez (2022)	Brand image effects on consumer taste preference	Two-phase experimental taste test with 102 participants	Brand familiarity biases perceived taste	Invest in brand reinforcement strategies
Buari, Salaudeen & Emmanuel (2022)	Impact of advertising medium on beverage brand preference	Survey, descriptive analysis	Advertising boosts purchase decisions, radio, TV, billboards, and online most effective	Continue investing in quality and strategic media use
Cai, Wu, He & Liu (2024)	Role of emotions in GCCP brand attitudes	Four controlled experiments with emotion induction	Approach-oriented emotions strengthen brand attitudes with promotion focus	Use emotion-evoking content without raising consumer awareness
Ayeni, Ajayi & Arogundade (2022)	Consumer ranking of pocket-friendly beverage packaging	AHP analysis of 384 students	Bournvita ranked highest; taste, affordability, and packaging drive preference	Improve product quality to sustain loyalty
Kwajaffa, Barnabas & Ohida (2018)	Brand image and promotional mix effects on beverage buying decisions	Survey of 384 respondents, Pearson correlation	Strong brand image and promotional mix encourage repeat purchases	Invest in distinct promotional strategies with strong identity
Nugraha & Sjoraida (2025)	Impact of brand positioning and consumer knowledge on attitude and purchase decisions	Survey of 250 consumers, path analysis and regression	Brand positioning and knowledge strengthen brand attitude, which drives purchase decisions	Refine brand identity and educate the market

Source: Researcher, 2025

2.7 Conceptual Framework

This study looks at how different parts of brand positioning relate to what consumers prefer when it comes to beverage products in Benin City. It centres on four key areas: price positioning, product differentiation, unique selling points and physical evidence. Price positioning is about how people judge a product's value based on what it costs. Product differentiation focuses on the features that make one drink stand out from others. Unique selling points highlight the special benefits a brand offers that others do not, while physical evidence covers the look and feel of the product, including its packaging and overall presentation. These four areas work together to shape how customers see a brand and what makes them choose it over others. The study explores whether there is a meaningful link between each of these brand elements and consumer choices, aiming to give useful guidance to marketers in Benin City's growing beverage market.

Fig. 2.1: Conceptual Framework of Brand Positioning and Consumer Preferences



(Source: Researcher Framework, 2025)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology designed to investigate the relationship between brand positioning elements, price positioning, product differentiation, unique selling propositions, and physical evidence, and consumer preference in the beverage market of Benin City. It covers research design, population, sampling techniques, data sources, operationalization of variables, model specification, research instruments, validity and reliability measures, and data analysis methods. The chapter aims to ensure a systematic approach to collecting and analyzing data to address the study's objectives and test hypotheses.

3.2 Research Design

This study will adopt a survey research design, which facilitates the collection of quantitative data from beverage consumers in Benin City. Survey design is chosen for its efficiency in gathering data from a large, diverse sample, making it suitable for examining relationships between variables (Isaac & Michael, 1997). A structured questionnaire will serve as the main instrument for data collection due to its ability to standardize responses and enable quantitative analysis.

3.3 Population of the Study

The target population comprises adult beverage consumers aged 18 years and above residing in Benin City. These consumers represent a broad demographic involved in purchasing decisions related to beverage products.

3.4 Sample Size and Sampling Technique

Sampling is the process of selecting a number of study units from a defined study population (Abiy, 2009). It is economical to take representative sample for the intended investigation when conducting a census is unrealistic. Since the population of customers is unknown or infinite, the Cochran formula will be applied (Okeke, 2005). Accordingly, the sample size for patients is computed as follows

$$n = \frac{z^2 \times p \times q}{e^2}$$

Where:

- Z stands for the Z-value (z-score) corresponding to the desired confidence level. The value used is 1.96, which corresponds to a 95% confidence level.
- p is the estimated proportion of the population with the attribute of interest. The value used is 0.5, assuming maximum variability.
- q is 1 – p, representing the proportion of the population without the attribute. The value used is also 0.5.
- e is the desired margin of error or level of precision. The value used is 0.05, indicating a ±5% margin of error.

Using Cochran's formula with a 95% confidence level, 50% estimated response distribution, and 5% margin of error, the calculated sample size is 385 respondents. Convenience sampling will be used to select participants from popular retail outlets, bars, and restaurants within Benin City, enabling practical access to beverage consumers.

$$n = \frac{z^2 \times p \times q}{e^2} = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = 384.16 \approx 385$$

3.5 Sources of Data

The study will rely entirely on primary data collected through structured questionnaires tailored to capture consumer perceptions of brand positioning elements and their influence on beverage preference. No secondary data will be used to maintain focus on current consumer attitudes and behaviors.

3.6 Operationalization and Measurement of Variables

Table 3.1: Operationalization and Measurement of Variables

Variable	Description	Measurement Scale
Demographics	Respondents personal Date	Varies
Independent Variable (Brand Positioning)		
Price Positioning	Perceived value of product pricing relative to competitors	4-point Likert scale
Product Differentiation	Unique attributes distinguishing a brand from competitors	4-point Likert scale
Unique Selling Products	Specific benefits or features that make the brand stand out	4-point Likert scale
Physical Evidence	Tangible brand elements like packaging and presentation influencing consumer perception	4-point Likert scale
Dependent Variable		
Consumer Preference	Degree to which consumers favor and choose specific beverage brands	4-point Likert scale

Researcher's compilation, 2025

3.7 Model Specification

The study will use multiple linear regression to evaluate the influence of brand positioning dimensions on consumer preference.

Let:

- COP = Consumer Preference
- PPO = Price Positioning
- PDI = Product Differentiation
- USP = Unique Selling Products
- PHE = Physical Evidence

Functional form:

$CP=f(PPO, PDI, USP, PHE)$

Linear regression model:

$$COP = \beta_0 + \beta_1PPO + \beta_1PDI + \beta_1USP + \beta_1PHE + \varepsilon$$

Where:

β_0 = Intercept

$\beta_1, \beta_2, \beta_3, \beta_4$ = Coefficients of independent variables

ε = Error term

The model aims to quantify how each positioning factor affects consumer preference.

3.8 Research Instrument

The study will utilise a structured questionnaire as the primary instrument for data collection.

The questionnaire will be divided into three sections, with the first section covering demographic information, the second section addressing questions related to brand positioning dimensions, and the third section focusing on consumer preference. All responses

will be measured on a four-point Likert scale, ranging from “Strongly Agree” to “Strongly Disagree.”

3.9 Validity of the Research Instrument

The questionnaire will undergo a validation process conducted by experts in the relevant field to ensure that the items effectively measure the intended constructs. The preliminary version of the questionnaire will be reviewed by the research supervisor and other academic professionals in the discipline. Feedback from these reviewers will be incorporated into the instrument to strengthen its content validity and ensure alignment with the study’s objectives.

3.10 Reliability of the Research Instrument

The reliability of the questionnaire will be assessed using the Cronbach’s Alpha reliability test. This will involve the administration of a pilot survey to 20 selected respondents. The completed questionnaires from the pilot survey will be coded and analysed to determine the internal consistency of the instrument. A Cronbach’s Alpha coefficient of 0.7 and above 0.9 will be considered acceptable for this study.

3.11 Method of Data Analysis

Data collected will be analyzed using SPSS software. Descriptive statistics will summarize demographic characteristics, and inferential statistics—including correlation and multiple linear regression—will be applied to test hypotheses and examine relationships between

CHAPTER FOUR

INTERPRETATION OF RESULT

4.1 Introduction

This chapter presents a concise interpretation of result and discussion of findings on Brand Positioning and Consumer Preferences on Beverage Products in Benin City. The chapter examines descriptive statistics, correlation, and regression results to provide insights into how price positioning, product differentiation, unique selling propositions (USP), and physical evidence influence consumer preference.

4.2 Data Analysis

4.2.1 Session A: (Demographic information)

Table 1: Gender distribution of Respondents

Options	Frequency	Percentage (%)
Male	184	47.8%
Female	201	52.2%
Total	385	100.0%

Source: Authors| Fieldwork (2025)

In Table 1, 184 respondents representing 47.8% were male, while 201 respondents representing 52.2% were female. This indicates that a larger proportion of the respondents were females.

Table 2: Age distribution of Respondents

Options	Frequency	Percentage (%)
18-25	127	33.0%
26-35	101	26.2%
36-45	91	23.6%
46 and above	66	17.1%

Total	385	100.0%
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Source: Authors| Fieldwork (2025)

In Table 2, respondents within the age bracket of 18–25 years accounted for the highest proportion at 33.0%, followed by 26–35 years with 26.2%. Those within 36–45 years made up 23.6%, while the least proportion, 17.1%, were aged 46 years and above. This shows that the majority of respondents were young adults.

Table 3: Marital Status distribution of Respondents

Options	Frequency	Percentage (%)
Married	113	29.4%
Other	101	26.2%
Single	171	44.4%
Total	385	100.0%

Source: Authors| Fieldwork (2025)

In Table 3, 171 respondents (44.4%) were single, which represents the largest proportion of the sample. This is followed by 113 respondents (29.4%) who were married, while 101 respondents (26.2%) fell into the “other” category. This implies that the majority of respondents were single.

Table 4: Educational level distribution of Respondents

Options	Frequency	Percentage (%)
Bachelor’s Degree	122	31.7%
Diploma/NCE	101	26.2%
Higher Degree	84	21.8%
Secondary	78	20.3%
Total	385	100.0%

Source: Authors| Fieldwork (2025)

In Table 4, respondents with a Bachelor’s Degree constituted the highest proportion at 31.7%, followed by Diploma/NCE holders at 26.2%. Those with Higher Degrees accounted for 21.8%, while respondents with Secondary education represented 20.3%. This indicates that the majority of respondents possessed tertiary-level education.

4.2.1 Session B (Independent Variables)

Table 5: Price Positioning

S/N	Statement	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
1	The price of a beverage influences whether I choose it or not.	178 (46.2)	162 (42.1)	10 (2.6)	25 (6.5)	10 (2.6)	4.31
2	I am willing to pay more for a beverage if it offers better quality.	182 (47.3)	178 (46.2)	5 (1.3)	10 (2.6)	10 (2.6)	4.38
3	Lower prices make me question the quality of a beverage.	165 (42.9)	182 (47.3)	14 (3.6)	15 (3.9)	9 (2.3)	4.28
4	I compare prices of similar beverages before making a purchase.	154 (40.0)	152 (39.5)	20 (5.2)	43 (11.2)	16 (4.2)	3.93
5	Promotional pricing encourages me to try new beverage brands.	153 (39.7)	173 (44.9)	28 (7.3)	19 (4.9)	12 (3.1)	3.97
6	I prefer beverages that offer good value for the price I pay.	125 (32.5)	189 (49.1)	33 (8.6)	20 (5.2)	18 (4.7)	3.89
Average		159 (41.1)	166 (43.4)	18 (4.7)	22 (5.7)	12 (3.1)	4.13

Source: Authors| Fieldwork (2025)

Table 5 above shows an average mean of 4.13 out of the maximum of 5, which is a strong indication that price positioning influences consumer preference on beverage products in Benin City. It also clearly shows that a significant proportion of respondents, 84.5 percent, out of which 41.1 percent strongly agreed and 43.4 percent agreed, affirmed that price positioning affects their choice of beverages. On the other hand, 5.7 percent expressed disagreement, while 4.7 percent remained neutral, and only 3.1 percent strongly disagreed. This implies that consumers in Benin City are highly price-sensitive, with pricing strategies playing a key role in shaping their purchasing decisions.

Table 6: Product Differentiation

S/N	Statement	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
7	Unique flavors or ingredients make me choose one beverage over another.	183 (47.5)	176 (45.7)	6 (1.6)	10 (2.6)	10 (2.6)	4.39
8	I am attracted to brands that offer a wide range of beverage options.	166 (43.1)	179 (46.5)	14 (3.6)	17 (4.4)	9 (2.3)	4.25
9	I pay attention to what makes a beverage different when deciding which to buy.	158 (41.0)	148 (38.4)	20 (5.2)	45 (11.7)	14 (3.6)	3.93
10	Packaging that highlights unique features influences my choice.	155 (40.3)	171 (44.4)	28 (7.3)	21 (5.5)	10 (2.6)	4.16
11	I prefer beverages that offer health benefits or natural ingredients.	126 (32.7)	189 (49.1)	32 (8.3)	19 (4.9)	19 (4.9)	3.91
12	New or limited edition	135	181	30	24	15	3.94

	beverages catch my interest more than regular ones.	(35.1)	(47.0)	(7.8)	(6.2)	(3.9)	
Average		154 (40.6)	174 (45.5)	23 (6.0)	23 (6.2)	13 (3.3)	4.10

Source: Authors| Fieldwork (2025)

Table 6 shows an average mean of 4.10 out of 5, which strongly indicates that product differentiation has a significant influence on consumer preference for beverage products in Benin City. A total of 86.1% of respondents agreed that unique features make them prefer one beverage over another. Specifically, 40.6% strongly agreed and 45.5% agreed. Meanwhile, 6.0% remained neutral, 6.2% disagreed, and only 3.3% strongly disagreed.

This result implies that consumers in Benin City place high value on unique flavors, wide product variety, innovative packaging, health benefits, and limited editions when making beverage choices. In other words, product differentiation is a key factor that shapes consumer preferences in the beverage market.

Table 7: Unique Selling Products

S/N	Statement	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
13	Exclusive offers or special features influence my beverage purchase.	162 (42.1)	163 (42.3)	28 (7.3)	18 (4.7)	14 (3.6)	4.18
14	I choose beverages that provide benefits other brands do not offer.	153 (39.7)	203 (52.7)	10 (2.6)	9 (2.3)	10 (2.6)	4.30
15	I am more loyal to beverage brands that have unique selling points.	155 (40.3)	179 (46.5)	23 (6.0)	15 (3.9)	13 (3.4)	4.21
16	Health claims or organic ingredients encourage me to buy a beverage.	191 (49.6)	156 (40.5)	11 (2.9)	10 (2.6)	17 (4.4)	4.33
17	Unique packaging or bottle design affects my choice for a brand.	141 (36.6)	168 (43.6)	28 (7.3)	33 (8.6)	15 (3.9)	4.01
18	I remember and prefer brands that stand out because of something special.	144 (37.4)	206 (53.5)	14 (3.6)	11 (2.9)	10 (2.6)	4.20
Average		157 (41.6)	179 (46.2)	19 (4.8)	16 (4.3)	13 (3.6)	4.21

Source: Authors| Fieldwork (2025)

Table 7 shows an average mean of 4.21 out of 5, which indicates that unique selling products strongly influence consumer preference for beverages in Benin City. A total of 87.8% of respondents agreed that exclusive features, special offers, and distinctive brand qualities affect their beverage choices. Specifically, 41.6% strongly agreed and 46.2% agreed. Meanwhile, 4.8% remained neutral, 4.3% disagreed, and only 3.6% strongly disagreed.

This result implies that consumers in Benin City are more loyal to beverage brands that stand out through health benefits, organic ingredients, exclusive offers, unique packaging, or distinctive designs. Unique selling products therefore play a critical role in attracting and retaining customers in the beverage market.

Table 8: Physical Evidence

S/N	Statement	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
19	Attractive packaging makes me want to buy a beverage more than the taste alone.	148 (38.4)	208 (54.0)	14 (3.6)	8 (2.1)	7 (1.8)	4.28
20	Clear and professional labeling builds trust in a beverage brand.	136 (35.3)	168 (43.6)	34 (8.8)	37 (9.6)	10 (2.6)	4.06
21	I often choose beverages with packaging that looks fresh and appealing.	139 (36.1)	179 (46.5)	25 (6.5)	32 (8.3)	10 (2.6)	4.09
22	I consider the look and feel of the product before deciding to buy it.	177 (46.0)	165 (42.9)	17 (4.4)	15 (3.9)	11 (2.9)	4.29
23	Packaging size and convenience influence my beverage choices.	164 (42.6)	179 (46.5)	19 (4.9)	13 (3.4)	10 (2.6)	4.25
24	A well-presented beverage brand is more likely to get my repeat purchase.	128 (33.2)	167 (43.4)	40 (10.4)	31 (8.1)	19 (4.9)	3.91
Average		149 (40.9)	178 (46.1)	25 (6.6)	24 (6.0)	12 (3.3)	4.15

Source: Authors| Fieldwork (2025)

Table 8 shows an average mean of 4.15 out of 5, indicating that physical evidence strongly affects consumer preference for beverage products in Benin City. A total of 87.0% of respondents agreed that tangible brand elements such as packaging, labeling, product appearance, and presentation influence their beverage choices. Specifically, 40.9% strongly

agreed and 46.1% agreed. Meanwhile, 6.6% remained neutral, 6.0% disagreed, and only 3.3% strongly disagreed.

This implies that consumers in Benin City place high importance on attractive and convenient packaging, professional labeling, appealing product appearance, and overall presentation, which significantly influence both their initial purchase and repeat purchase decisions. Physical evidence is therefore a critical factor in shaping consumer preferences in the beverage market.

4.2.2 Session C (Dependent Variables)

Table 9: Consumer Preference

S/N	Statement	SA 5 f/(%)	A 4 f/(%)	N 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
25	I usually stick to the same beverage brand once I find one I like.	131 (34.0)	155 (40.3)	41 (10.6)	31 (8.1)	27 (7.0)	3.80
26	I am open to trying new beverage brands if they offer something different.	171 (44.4)	185 (48.1)	8 (2.1)	11 (2.9)	10 (2.6)	4.36
27	My beverage choices are influenced by my past experiences with the brand.	149 (38.7)	206 (53.5)	7 (1.8)	11 (2.9)	12 (3.1)	4.27
28	I prefer beverage brands that meet my expectations consistently.	138 (35.8)	172 (44.7)	30 (7.8)	25 (6.5)	20 (5.2)	4.05
29	I would recommend my favorite beverage brand to family and friends.	157 (40.8)	169 (43.9)	19 (4.9)	18 (4.7)	22 (5.7)	4.09
30	I consider factors like quality, price, and packaging before choosing a beverage brand.	159 (41.3)	184 (47.8)	17 (4.4)	17 (4.4)	8 (2.1)	4.25
Average		151	179	20	19	17	4.14

		(39.2)	(46.5)	(4.5)	(4.5)	(4.2)	
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Source: Authors| Fieldwork (2025)

Table 9 shows an average mean of 4.14 out of 5, indicating that consumer preference is strongly influenced by various factors when selecting beverage products in Benin City. A total of 85.7% of respondents agreed that their beverage choices are guided by brand loyalty, willingness to try new brands, past experiences, and product expectations. Specifically, 39.2% strongly agreed and 46.5% agreed. Meanwhile, 4.5% remained neutral, 4.5% disagreed, and 4.2% strongly disagreed.

This implies that consumers in Benin City consider multiple factors such as quality, price, packaging, past experiences, and brand reputation when choosing beverages. Moreover, they are open to trying new brands that offer something different, yet they also show loyalty to brands that consistently meet their expectations. Overall, consumer preference is shaped by a combination of familiarity, perceived value, and unique offerings.

Correlation Matrix

Table 10: Correlation Analysis

	PPO	PDI	USP	PHE	COP
PPO	1				
PDI	0.965	1			
USP	0.887	0.859	1		
PHE	0.887	0.871	0.896	1	
COP	0.889	0.902	0.880	0.886	1

Source: Authors| Fieldwork (2025)

Table 10 presents the correlation analysis between the independent variables, Price Positioning (PPO), Product Differentiation (PDI), Unique Selling Products (USP), and Physical Evidence (PHE), and the dependent variable, Consumer Preference (COP). The

results indicate strong positive relationships between all the variables. Price Positioning (PPO) is positively correlated with Consumer Preference (COP) at 0.889, while Product Differentiation (PDI) shows the strongest correlation with COP at 0.902. Unique Selling Products (USP) and Physical Evidence (PHE) also demonstrate strong positive correlations with COP, at 0.880 and 0.886 respectively. These findings suggest that all dimensions of brand positioning, including pricing, product differentiation, unique features, and tangible brand elements, significantly influence consumer preference for beverage products in Benin City. In essence, the higher the quality and strategic positioning of these factors, the more likely consumers are to favor and choose the brand.

Diagnostic Statistics

Table 11: Diagnostic Statistics

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
PPO	.055	18.126
PDI	.068	14.761
USP	.158	6.335
PHE	.155	6.454

Source: Authors| Fieldwork (2025)

Table 11 above shows that the tolerance values for the independent variables ranged from 0.055 to 0.158, while the Variance Inflation Factor (VIF) scores ranged from 6.335 to 18.126, which are above the commonly accepted thresholds. According to Hair, Black, Babin, Anderson, and Tatham (2010), the tolerance value must be greater than 0.10 and the VIF must be less than 5 to conclude that multicollinearity is not present in a dataset. Based on these

criteria, the results indicate that Price Positioning (PPO) and Product Differentiation (PDI) exhibit high multicollinearity, while USP and PHE are within acceptable limits. Therefore, caution should be exercised when interpreting the regression coefficients, as multicollinearity may affect the stability and reliability of the estimates.

Table 12: Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.043	.083		.512	.609
PPO	-.141	.080	-.141	-1.774	.077
PDI	.564	.072	.561	7.823	.000
USP	.290	.049	.280	5.958	.000
PHE	.271	.047	.272	5.739	.000
Durbin-Watson	R Square	Adjusted R Square	Std. Error	F	Sig.
1.518	.868	.866	.266	623.331	.000 ^b

Source: Authors| Fieldwork (2025)

Table 12 presents the multiple regression results examining the influence of Price Positioning (PPO), Product Differentiation (PDI), Unique Selling Products (USP), and Physical Evidence (PHE) on Consumer Preference (COP). The model has an R-square of 0.868 and an adjusted R-square of 0.866, indicating that approximately 86.8% of the variation in consumer preference is explained by these independent variables. The model is statistically significant, with an F-value of 623.331 ($p < 0.001$). Among the predictors, Product Differentiation (PDI) ($B = 0.564$, $p < 0.001$), Unique Selling Products (USP) ($B = 0.290$, $p < 0.001$), and Physical Evidence (PHE) ($B = 0.271$, $p < 0.001$) have significant positive effects on consumer

preference, suggesting that differences in product features, exclusive benefits, and tangible brand elements strongly influence consumers' choices. In contrast, Price Positioning (PPO) ($B = -0.141$, $p = 0.077$) has a negative but non-significant effect, implying that pricing alone does not significantly drive consumer preference in this context. The Durbin-Watson statistic of 1.518 indicates no serious autocorrelation in the residuals. Overall, the findings suggest that product differentiation, unique selling points, and physical evidence are key factors in shaping consumer preference for beverage products in Benin City.

4.3 Hypothesis Testing

H₁: There is no significant relationship between price positioning and consumer preference on beverage products in Benin City.

Price Positioning (PPO) has a coefficient of $B = -0.141$, $t = -1.774$, and a p-value of 0.077, which is greater than the 0.05 significance level. Since the p-value is not significant, we fail to reject the null hypothesis (H₁). This means price positioning does not have a significant independent relationship with consumer preference when other factors are considered.

H₂: There is no significant relationship between product differentiation and consumer preference on beverage products in Benin City.

Product Differentiation (PDI) shows $B = 0.564$, $t = 7.823$, and $p = 0.000$, which is well below 0.05. The null hypothesis is rejected, indicating a significant positive relationship between product differentiation and consumer preference.

H₃: There is no significant relationship between unique selling products and consumer preference on beverage products in Benin City.

Unique Selling Products (USP) has $B = 0.290$, $t = 5.958$, and $p = 0.000$, which is also below 0.05. We reject the null hypothesis, showing that unique selling products significantly influence consumer preference.

H₄: There is no significant relationship between physical evidence and consumer preference on beverage products in Benin City.

Physical Evidence (PHE) records $B = 0.271$, $t = 5.739$, and $p = 0.000$, confirming significance. The null hypothesis is rejected, meaning physical evidence significantly affects consumer preference.

4.4 Discussion of findings

The findings of this study reveal that product differentiation, unique selling propositions (USP), and physical evidence are the most influential brand-positioning factors shaping consumer preferences for beverage products in Benin City, while price positioning plays a comparatively weaker role when the other factors are considered together.

Product differentiation emerged as the strongest driver of consumer preference. This demonstrates that consumers value beverages that present distinctive product features such as unique flavors, superior quality, creative packaging, or innovative designs. This result aligns with recent studies in Nigeria that emphasize the importance of product differentiation in creating a competitive edge in the fast-moving consumer goods (FMCG) sector (Ighomereho & Ayoola, 2024; Tizhe Oaya et al., 2023). Similar research highlights that unique product

characteristics and innovative packaging help brands stand out in crowded markets and enhance consumer loyalty (Ubabudu et al., 2022).

The significant role of unique selling propositions further supports the idea that clearly communicating what sets a beverage brand apart strongly influences consumer decisions. This finding resonates with evidence from Nigerian food and beverage firms, where brands that successfully define and promote their unique value propositions enjoy stronger customer preference and sustained patronage (Ogbuabor & Egolum, 2023). Effective communication of unique product benefits helps consumers quickly recognize brand value and reinforces purchase intentions (Chima, 2023).

Physical evidence, which encompasses tangible brand elements such as packaging design, labeling, and the overall visual presentation of the product, was also found to be a critical determinant of consumer preference. Recent studies have shown that attractive and well-designed packaging enhances product appeal and provides important quality cues that shape consumer choices in the Nigerian beverage industry (Adesanya et al., 2024; Chima, 2023). These findings suggest that brands that invest in visually appealing and high-quality physical elements are more likely to capture consumer attention and build trust.

By contrast, price positioning did not exhibit a significant independent influence when the other factors were taken into account. This indicates that while competitive pricing remains relevant, consumers in this market appear willing to pay for beverages that deliver superior

quality, distinctiveness, and strong visual appeal. This observation is consistent with evidence that, in some Nigerian FMCG markets, consumers prioritize quality and differentiation over price when evaluating brands (Ighomereho & Ayoola, 2024).

Collectively, these findings emphasize that beverage companies seeking to strengthen consumer preference in Benin City should focus on creating unique product features, articulating compelling unique selling propositions, and investing in high-impact physical evidence. Price strategies remain important but are more effective when used in combination with other positioning tactics rather than as the primary competitive tool.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study examined the impact of brand positioning on consumer preferences for beverage products in Benin City. Brand positioning was measured using four key variables: Price Positioning (PPO), Product Differentiation (PDI), Unique Selling Propositions (USP), and Physical Evidence (PHE), while Consumer Preference (COP) served as the dependent variable. Data were collected from 385 respondents and analyzed using descriptive statistics, correlation analysis, and multiple regression analysis.

The descriptive results indicated that respondents generally perceived all the brand positioning elements as important in influencing their beverage choices. Correlation analysis revealed strong positive relationships between all independent variables and consumer preference, suggesting that as perceptions of product differentiation, USP, price positioning, and physical evidence improve, consumer preference increases.

Regression analysis provided more nuanced insights. Product differentiation, USP, and physical evidence were found to be significant predictors of consumer preference, indicating that consumers place a high value on unique product features, clear brand propositions, and visually appealing or tangible product cues such as packaging and labeling. Conversely, price

positioning did not show a significant independent effect, implying that consumers may prioritize quality, uniqueness, and presentation over price in the Benin City beverage market. Overall, the study demonstrates that brand positioning collectively explains a substantial portion of the variance in consumer preference, highlighting the importance of integrating multiple positioning strategies to achieve competitive advantage in the beverage industry. The findings suggest that beverage companies cannot rely solely on pricing to attract consumers; rather, a combination of differentiation, clear USP, and appealing physical evidence is crucial.

5.2 Conclusion

Based on the findings, the study concludes that brand positioning is a critical determinant of consumer preference for beverage products in Benin City. Among the variables examined, product differentiation emerged as the most influential factor, highlighting the importance of unique features, product quality, and innovation in capturing consumer interest. USP and physical evidence were also significant drivers, indicating that consumers respond positively to clear value propositions and visually or tangibly attractive products.

While price positioning is often considered a key marketing tool, this study suggests that in the context of Benin City, consumers are willing to pay for products that deliver superior quality, uniqueness, and strong visual appeal. Therefore, price alone is insufficient to drive consumer preference, especially in a competitive beverage market where consumers are influenced by multiple brand attributes simultaneously.

The study also concludes that an integrated brand positioning strategy that combines differentiation, USP, and physical evidence is more effective than focusing on a single element. Beverage companies that adopt such comprehensive strategies are more likely to influence consumer choice, build brand loyalty, and achieve sustained market performance.

5.3 Recommendations

Based on the study findings, the following recommendations are proposed for beverage companies operating in Benin City:

1. Beverage companies should avoid relying solely on pricing strategies as a means of influencing consumer preference. Instead, pricing should be positioned as part of a value proposition that complements quality, packaging, and brand identity. While promotional pricing may attract trial, long-term loyalty should be built through more substantive brand positioning elements.
2. Firms in the beverage sector should continuously invest in research and development to create distinctive product features. Introducing novel flavours, health-enhancing formulations, and culturally relevant innovations can help brands stand out. Additionally, promoting variety within product lines can enhance consumer engagement and encourage brand switching in a competitive market.
3. Beverage brands must clearly articulate and consistently communicate their unique selling points. Whether it is a health benefit, an exclusive ingredient, or a sustainable

sourcing approach, such features should be effectively highlighted through marketing campaigns, packaging, and brand messaging. This will improve consumer recall and preference, particularly in a saturated market.

4. Companies should prioritise visual branding and invest in aesthetically pleasing and practical packaging. Clear labelling, modern design, and appropriate sizing can enhance product appeal and convey professionalism. Packaging should not only attract attention but also serve as a quality cue, especially for first-time buyers.

5.4 Contribution to Knowledge

This study contributes to knowledge in several ways:

1. It provides empirical evidence on the relative importance of different brand positioning elements in shaping consumer preferences in the Nigerian beverage sector, particularly in Benin City.
2. It demonstrates that non-price factors such as product differentiation, USP, and physical evidence are more influential than price alone in affecting consumer choice, offering guidance for marketing strategy development.
3. It highlights the interconnected nature of brand positioning variables, emphasizing the need for a comprehensive approach rather than relying on individual strategies.

4. The study enriches the literature on FMCG marketing in emerging markets, offering insights applicable to both researchers and practitioners aiming to understand consumer behavior in Nigeria.

5.5 Suggestions for Further Research/Study

Future research could build on this study in the following ways:

1. Conduct similar studies across other Nigerian cities or regions to compare consumer preferences and test the generalizability of these findings.
2. Investigate the impact of **digital marketing, social media, and online branding** as part of brand positioning in influencing consumer preference.
3. Explore the **long-term effect of brand positioning** on consumer loyalty, repeat purchase behavior, and brand equity in the beverage industry.
4. Examine **moderating factors** such as income level, age, lifestyle, or cultural influences on the relationship between brand positioning and consumer preference.
5. Conduct longitudinal or experimental studies to establish causal links and observe how brand positioning strategies influence consumer behavior over time.

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APPENDIX A
QUESTIONNAIRE
DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCES
UNIVERSITY OF BENIN, UGBOWO, BENIN

Dear Respondent,

I am an undergraduate student conducting a research study titled “Brand Positioning and Consumer Preference on Beverage Products in Benin City” as part of my degree requirements. This questionnaire aims to understand how factors like price, product features, unique benefits, and packaging affect your preference for beverage brands. Your honest answers will greatly help this study.

All information will be kept confidential and used only for academic purposes. You do not need to provide your name. Participation is voluntary, and you can stop at any time.

Thank you for your time and cooperation.

Researcher

SECTION A: Demographics

Please tick (✓) your answers.

Gender: Male Female

Age Group: 18–25 26–35 36–45 46 and above

Marital Status: Single Married Other: _____

Education Level: Secondary Diploma/NCE Bachelor’s Degree Higher Degree

SECTION B: Brand Positioning

Please indicate your level of agreement with the statements below:

SA = Strongly Agree A = Agree D = Disagree SD = Strongly Disagree N = Neutral

No.	Statement	SA	A	N	D	SD
Price Positioning						
1	The price of a beverage influences whether I choose it or not.					
2	I am willing to pay more for a beverage if it offers better quality.					
3	Lower prices make me question the quality of a beverage.					
4	I compare prices of similar beverages before making a purchase.					
5	Promotional pricing encourages me to try new beverage brands.					
6	I prefer beverages that offer good value for the price I pay.					
Product Differentiation						
No.	Statement	SA	A	N	D	SD
7	Unique flavors or ingredients make me choose one beverage over another.					
8	I am attracted to brands that offer a wide range of beverage options.					
9	I pay attention to what makes a beverage different when deciding which to buy.					
10	Packaging that highlights unique features influences my choice.					
11	I prefer beverages that offer health benefits or natural ingredients.					
12	New or limited edition beverages catch my interest more than regular ones.					
Unique Selling Products						
No.	Statement	SA	A	N	D	SD
13	Exclusive offers or special features influence my beverage purchase.					
14	I choose beverages that provide benefits other brands do not offer.					
15	I am more loyal to beverage brands that have unique selling points.					
16	Health claims or organic ingredients encourage me to buy a beverage.					
17	Unique packaging or bottle design affects my choice for a brand.					
18	I remember and prefer brands that stand out because of					

	something special.					
Physical Evidence						
No.	Statement	SA	A	N	D	SD
19	Attractive packaging makes me want to buy a beverage more than the taste alone.					
20	Clear and professional labeling builds trust in a beverage brand.					
21	I often choose beverages with packaging that looks fresh and appealing.					
22	I consider the look and feel of the product before deciding to buy it.					
23	Packaging size and convenience influence my beverage choices.					
24	A well-presented beverage brand is more likely to get my repeat purchase.					

SECTION C: Consumer Preference

Please indicate your level of agreement with the statements below:

SA = Strongly Agree A = Agree D = Disagree SD = Strongly Disagree N = Neutral

No.	Statement	SA	A	N	D	SD
25	I usually stick to the same beverage brand once I find one I like.					
26	I am open to trying new beverage brands if they offer something different.					
27	My beverage choices are influenced by my past experiences with the brand.					
28	I prefer beverage brands that meet my expectations consistently.					
29	I would recommend my favorite beverage brand to family and friends.					
30	I consider factors like quality, price, and packaging before choosing a beverage brand.					

APPENDIX B

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	184	47.8	47.8	47.8
	Male	201	52.2	52.2	100.0
	Total	385	100.0	100.0	

Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	127	33.0	33.0	33.0
	26-35	101	26.2	26.2	59.2
	36-45	91	23.6	23.6	82.9
	46 and above	66	17.1	17.1	100.0
	Total	385	100.0	100.0	

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	113	29.4	29.4	29.4
	Other	101	26.2	26.2	55.6
	Single	171	44.4	44.4	100.0
	Total	385	100.0	100.0	

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	122	31.7	31.7	31.7
	Diploma/NCE	101	26.2	26.2	57.9
	Higher Degree	84	21.8	21.8	79.7
	Secondary	78	20.3	20.3	100.0
	Total	385	100.0	100.0	

1. The price of a beverage influences whether I choose it or not.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	25	6.5	6.5	9.1
	3(N)	10	2.6	2.6	11.7

	4(A)	162	42.1	42.1	53.8
	5(SA)	178	46.2	46.2	100.0
	Total	385	100.0	100.0	

2. I am willing to pay more for a beverage if it offers better quality.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	10	2.6	2.6	5.2
	3(N)	5	1.3	1.3	6.5
	4(A)	178	46.2	46.2	52.7
	5(SA)	182	47.3	47.3	100.0
	Total	385	100.0	100.0	

3. Lower prices make me question the quality of a beverage.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	9	2.3	2.3	2.3
	2(D)	15	3.9	3.9	6.2
	3(N)	14	3.6	3.6	9.9
	4(A)	182	47.3	47.3	57.1
	5(SA)	165	42.9	42.9	100.0
	Total	385	100.0	100.0	

4. I compare prices of similar beverages before making a purchase.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	16	4.2	4.2	4.2
	2(D)	43	11.2	11.2	15.3
	3(N)	20	5.2	5.2	20.5
	4(A)	152	39.5	39.5	60.0

	5(SA)	154	40.0	40.0	100.0
	Total	385	100.0	100.0	

5. Promotional pricing encourages me to try new beverage brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	12	3.1	3.1	3.1
	2(D)	19	4.9	4.9	8.1
	3(N)	28	7.3	7.3	15.3
	4(A)	173	44.9	44.9	60.3
	5(SA)	153	39.7	39.7	100.0
	Total	385	100.0	100.0	

6. I prefer beverages that offer good value for the price I pay.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	18	4.7	4.7	4.7
	2(D)	20	5.2	5.2	9.9
	3(N)	33	8.6	8.6	18.4
	4(A)	189	49.1	49.1	67.5
	5(SA)	125	32.5	32.5	100.0
	Total	385	100.0	100.0	

7. Unique flavors or ingredients make me choose one beverage over another.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	10	2.6	2.6	5.2
	3(N)	6	1.6	1.6	6.8
	4(A)	176	45.7	45.7	52.5
	5(SA)	183	47.5	47.5	100.0
	Total	385	100.0	100.0	

	Total	385	100.0	100.0	
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8. I am attracted to brands that offer a wide range of beverage options.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	9	2.3	2.3	2.3
	2(D)	17	4.4	4.4	6.8
	3(N)	14	3.6	3.6	10.4
	4(A)	179	46.5	46.5	56.9
	5(SA)	166	43.1	43.1	100.0
	Total	385	100.0	100.0	

9. I pay attention to what makes a beverage different when deciding which to buy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	14	3.6	3.6	3.6
	2(D)	45	11.7	11.7	15.3
	3(N)	20	5.2	5.2	20.5
	4(A)	148	38.4	38.4	59.0
	5(SA)	158	41.0	41.0	100.0
	Total	385	100.0	100.0	

10. Packaging that highlights unique features influences my choice.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	21	5.5	5.5	8.1
	3(N)	28	7.3	7.3	15.3
	4(A)	171	44.4	44.4	59.7

	5(SA)	155	40.3	40.3	100.0
	Total	385	100.0	100.0	

11. I prefer beverages that offer health benefits or natural ingredients.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	19	4.9	4.9	4.9
	2(D)	19	4.9	4.9	9.9
	3(N)	32	8.3	8.3	18.2
	4(A)	189	49.1	49.1	67.3
	5(SA)	126	32.7	32.7	100.0
	Total	385	100.0	100.0	

12. New or limited edition beverages catch my interest more than regular ones.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	15	3.9	3.9	3.9
	2(D)	24	6.2	6.2	10.1
	3(N)	30	7.8	7.8	17.9
	4(A)	181	47.0	47.0	64.9
	5(SA)	135	35.1	35.1	100.0
	Total	385	100.0	100.0	

13. Exclusive offers or special features influence my beverage purchase.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	14	3.6	3.6	3.6
	2(D)	18	4.7	4.7	8.3
	3(N)	28	7.3	7.3	15.6
	4(A)	163	42.3	42.3	57.9

	5(SA)	162	42.1	42.1	100.0
	Total	385	100.0	100.0	

14. I choose beverages that provide benefits other brands do not offer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	9	2.3	2.3	4.9
	3(N)	10	2.6	2.6	7.5
	4(A)	203	52.7	52.7	60.3
	5(SA)	153	39.7	39.7	100.0
	Total	385	100.0	100.0	

15. I am more loyal to beverage brands that have unique selling points.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	13	3.4	3.4	3.4
	2(D)	15	3.9	3.9	7.3
	3(N)	23	6.0	6.0	13.2
	4(A)	179	46.5	46.5	59.7
	5(SA)	155	40.3	40.3	100.0
	Total	385	100.0	100.0	

16. Health claims or organic ingredients encourage me to buy a beverage.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	17	4.4	4.4	4.4
	2(D)	10	2.6	2.6	7.0
	3(N)	11	2.9	2.9	9.9
	4(A)	156	40.5	40.5	50.4

	5(SA)	191	49.6	49.6	100.0
	Total	385	100.0	100.0	

17. Unique packaging or bottle design affects my choice for a brand.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	15	3.9	3.9	3.9
	2(D)	33	8.6	8.6	12.5
	3(N)	28	7.3	7.3	19.7
	4(A)	168	43.6	43.6	63.4
	5(SA)	141	36.6	36.6	100.0
	Total	385	100.0	100.0	

18. I remember and prefer brands that stand out because of something special.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	11	2.9	2.9	5.5
	3(N)	14	3.6	3.6	9.1
	4(A)	206	53.5	53.5	62.6
	5(SA)	144	37.4	37.4	100.0
	Total	385	100.0	100.0	

19. Attractive packaging makes me want to buy a beverage more than the taste alone.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	7	1.8	1.8	1.8
	2(D)	8	2.1	2.1	3.9
	3(N)	14	3.6	3.6	7.5
	4(A)	208	54.0	54.0	61.6

	5(SA)	148	38.4	38.4	100.0
	Total	385	100.0	100.0	

20. Clear and professional labeling builds trust in a beverage brand.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	37	9.6	9.6	12.2
	3(N)	34	8.8	8.8	21.0
	4(A)	168	43.6	43.6	64.7
	5(SA)	136	35.3	35.3	100.0
	Total	385	100.0	100.0	

21. I often choose beverages with packaging that looks fresh and appealing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	32	8.3	8.3	10.9
	3(N)	25	6.5	6.5	17.4
	4(A)	179	46.5	46.5	63.9
	5(SA)	139	36.1	36.1	100.0
	Total	385	100.0	100.0	

22. I consider the look and feel of the product before deciding to buy it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	11	2.9	2.9	2.9
	2(D)	15	3.9	3.9	6.8
	3(N)	17	4.4	4.4	11.2
	4(A)	165	42.9	42.9	54.0

	5(SA)	177	46.0	46.0	100.0
	Total	385	100.0	100.0	

23. Packaging size and convenience influence my beverage choices.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	13	3.4	3.4	6.0
	3(N)	19	4.9	4.9	10.9
	4(A)	179	46.5	46.5	57.4
	5(SA)	164	42.6	42.6	100.0
	Total	385	100.0	100.0	

24. A well-presented beverage brand is more likely to get my repeat purchase.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	19	4.9	4.9	4.9
	2(D)	31	8.1	8.1	13.0
	3(N)	40	10.4	10.4	23.4
	4(A)	167	43.4	43.4	66.8
	5(SA)	128	33.2	33.2	100.0
	Total	385	100.0	100.0	

25. I usually stick to the same beverage brand once I find one I like.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	27	7.0	7.0	7.0
	2(D)	31	8.1	8.1	15.1
	3(N)	41	10.6	10.6	25.7
	4(A)	155	40.3	40.3	66.0

	5(SA)	131	34.0	34.0	100.0
	Total	385	100.0	100.0	

26. I am open to trying new beverage brands if they offer something different.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	10	2.6	2.6	2.6
	2(D)	11	2.9	2.9	5.5
	3(N)	8	2.1	2.1	7.5
	4(A)	185	48.1	48.1	55.6
	5(SA)	171	44.4	44.4	100.0
	Total	385	100.0	100.0	

27. My beverage choices are influenced by my past experiences with the brand.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	12	3.1	3.1	3.1
	2(D)	11	2.9	2.9	6.0
	3(N)	7	1.8	1.8	7.8
	4(A)	206	53.5	53.5	61.3
	5(SA)	149	38.7	38.7	100.0
	Total	385	100.0	100.0	

28. I prefer beverage brands that meet my expectations consistently.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	20	5.2	5.2	5.2
	2(D)	25	6.5	6.5	11.7
	3(N)	30	7.8	7.8	19.5

	4(A)	172	44.7	44.7	64.2
	5(SA)	138	35.8	35.8	100.0
	Total	385	100.0	100.0	

29. I would recommend my favorite beverage brand to family and friends.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	22	5.7	5.7	5.7
	2(D)	18	4.7	4.7	10.4
	3(N)	19	4.9	4.9	15.3
	4(A)	169	43.9	43.9	59.2
	5(SA)	157	40.8	40.8	100.0
	Total	385	100.0	100.0	

30. I consider factors like quality, price, and packaging before choosing a beverage brand.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1(SD)	8	2.1	2.1	2.1
	2(D)	17	4.4	4.4	6.5
	3(N)	17	4.4	4.4	10.9
	4(A)	184	47.8	47.8	58.7
	5(SA)	159	41.3	41.3	100.0
	Total	385	100.0	100.0	

Correlations

		PPO	PDI	USP	PHE	COP
PPO	Pearson Correlation	1	.965**	.887**	.887**	.889**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	385	385	385	385	385
PDI	Pearson Correlation	.965**	1	.859**	.871**	.902**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	385	385	385	385	385

USP	Pearson Correlation	.887**	.859**	1	.896**	.880**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	385	385	385	385	385
PHE	Pearson Correlation	.887**	.871**	.896**	1	.886**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	385	385	385	385	385
COP	Pearson Correlation	.889**	.902**	.880**	.886**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	385	385	385	385	385

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

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.932 ^a	.868	.866	.265953381798703	.868	623.331	4	380	.000	1.518

a. Predictors: (Constant), PHE, PDI, USP, PPO

b. Dependent Variable: COP

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	176.356	4	44.089	623.331	.000 ^b
	Residual	26.878	380	.071		
	Total	203.234	384			

a. Dependent Variable: COP

b. Predictors: (Constant), PHE, PDI, USP, PPO

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	.043	.083		.512	.609		
	PPO	-.141	.080	-.141	-1.774	.077	.055	18.126
	PDI	.564	.072	.561	7.823	.000	.068	14.761
	USP	.290	.049	.280	5.958	.000	.158	6.335
	PHE	.271	.047	.272	5.739	.000	.155	6.454

a. Dependent Variable: COP

Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.02738237380981	5.01292228698731	4.11255411255412	.677687377500634	385
Residual	-.907724261283874	1.824635982513428	-.000000000000002	.264564581800726	385
Std. Predicted Value	-4.552	1.329	.000	1.000	385
Std. Residual	-3.413	6.861	.000	.995	385

a. Dependent Variable: COP