NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
BUSINESS ADMINISTRATION

AN ASSESSMENT OF PRODUCT BRAND AND ITS INFLUENCE ON CUSTOMER PURCHASE DECISIONS

RAPHAEL D. OGUNYOMI

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ACCEPTANCE/APPROVAL

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ABSTRACT

AN ASSESSMENT OF PRODUCT BRAND AND ITS INFLUENCE ON CUSTOMER PURCHASE DECISIONS

It is absolutely vital for most companies, organizations, particularly start-ups, to get the word out about their product and/or service. This study tends to explore the influence of brand ambassador on customer's buying intention. The objectives of the study were structured to answer the following research questions such as (i) what is the influence of brand image on consumer's intention to buy; (ii) what is the impact of brand awareness on consumer's intention to buy; (iii) what is the impact of ambassador on consumer's intention to buy. Questionnaires were distributed to respondents, however, 383 were properly filled and returned which were used in this analysis. The descriptive statistics was conducted on the respondent's demographic characteristics. Furthermore, the reliability of the variables used was ascertained using the Cronbach alpha. The multiple regression technique was deployed to verify this interaction. Based on this data obtained, multiple regression was utilized and findings shows; (i) there is significant interaction between brand awareness and purchase intention; (ii) and (iii) there is a positive and significant association between brand image and purchase intention. based on these findings, recommendations were suggested.

Keywords: Purchase intention, brand image, brand ambassador, brand awareness

ÖZ

Ürün Markası ve müşteri satın alma kararı üzerindeki etkisinin bir değerlendirmesi

Çoğu şirket, kuruluş, özellikle de yeni başlayanlar için ürünleri ve / veya hizmetleri hakkında bilgi vermek kesinlikle hayati önem taşır. Bu çalışma, marka elçisinin müşterinin satın alma niyeti üzerindeki etkisini keşfetme eğilimindedir. Çalışmanın hedefleri, (i) marka imajının tüketicinin satın alma niyetine etkisi nedir; (ii) marka bilincinin tüketicinin satın alma niyeti üzerindeki etkisi nedir; (iii) büyükelçinin tüketicinin satın alma niyeti üzerindeki etkisi nedir? Anketler katılımcılara dağıtıldı, ancak bu analizde kullanılan 383'ü uygun şekilde dolduruldu ve geri gönderildi. Tanımlayıcı istatistikler, katılımcının demografik özelliklerine göre yapılmıştır. Ayrıca, kullanılan değişkenlerin güvenilirliği Cronbach alfa kullanılarak belirlendi. Bu etkileşimi doğrulamak için çoklu regresyon tekniği uygulandı. Elde edilen bu verilere dayanılarak çoklu regresyon kullanılmıştır ve bulgular şunu göstermektedir; (i) marka bilinirliği ile satın alma niyeti arasında önemli bir etkileşim vardır; (ii) ve (iii) marka imajı ile satın alma niyeti arasında olumlu ve önemli bir ilişki vardır. bu bulgulara dayanarak öneriler önerildi.

Anahtar Kelimeler: Etnik çatışma, Nijerya, Boko Haram, yönetişim

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CHAPTER ONE

INTRODUCTION

1.1. Research Background

It is absolutely vital for most companies, organizations, particularly start-ups, to get the word out about their product and/or service. In addition, there are several methods to do that and one of the significant ways is to utilize Brand Ambassador (Dewi et al. 2020). Brand ambassador as it is meant to be is those customers that have met maximum satisfaction in the use of the product or a service from an organization and tend to serve as a point of advertisement, recommending such good to other potential customers. The above definition has however intertwined with that of a brand endorser. These forms of people don't even need to be true customers or customers of such but are tasked with the spreading of good words about such products.

A brand ambassador is meant to be a person that is associated with such a company in one capacity or the other, maybe a celebrity or a public figure, and they are usually nicely rewarded. Here, the company in question is indirectly paying for the fame and popularity of the said celebrity or the public figure in selling its product. This also helps to keep up the interest of customers in good stead (Girsang et al., 2020). In a normal case scenario, a brand ambassador is supposed to make use of his already existing links to channel the necessary energy into others which will stimulate communication to reach out to their target party.

Some other commitments of the brand ambassador are making appearances at an event which are hosted by the parent company and make contacts with people. Also engage in the demonstration of the product and giving some samples away. Brand ambassador is a tool that companies deploy to communicate on how to raise revenue and attract people. Brand ambassadors

are interested in communicating company brands to external audiences. () of the view that perhaps the growth in product scale has been documented as a consequence of advertising campaigns that find their way via social media platforms. Several content of the ad concentrates on the spokesperson on those advertising campaigns.

In addition, as Hafilah, Chaer & Usman (2019) stated that celebrity operation is carried out on the host business's authority that influenced the organization's image positively in a higher regard pertaining to the interconnection between the brand ambassador's desires and the brand ambassador's depicted organization. A corporation that has been approved by well-known celebrities can make a permanent perception of its subjects but also enhance awareness of the product. Accordingly, companies will gain many benefits from celebrity endorsement. The above benefits are explanations why corporations and business groups go a long way to assign large amounts of money to celebrity buying recognition and advertising for their goods (Shoaib & Ali, 2018).

1.2. Research Problem

It is generally believed that products that receive endorsement messages or advertisements from celebrities and public figures hold a certain level of aura and hence it's acceptance unlike that made by people of no popularity or not even celebrated in any capacity. It is important to understand the various forms of ambassador in order to know how they best represent a company brand. Failing to recognize the threat they may pose can lead to damage of a company brand. A company should always have a plan in the event an ambassador puts a brand into a negative spotlight. With all these in mind, this study is carried out to understand the level of influence which brand ambassadors have on customers and also to access how befitting personnel is selected for suited products.

1.3. Study Objectives

The objective is as a guideline. Hence the main objective of this thesis is to verify the interaction between band ambassador and customers' buying intentions. Other minor objectives are set below as follows;

➢ To investigate the link between brand image and consumer's intention to buy

➢ To explore the interconnection between brand awareness and consumer's intention to buy

➢ To verify the interaction between brand ambassador and the consumer's intention to buy

1.4. Research Questions

The following questions were drafted as a guide to the research objectives. The followings depict the thesis research questions.

❖ To what degree does brand ambassador impact occasional buying by consumers?

❖ To what level does brand image influence customers' intention to buy?

❖ To what degree does brand awareness impact a customer's intention to buy?

1.5. Significance of the Study

The research is designed to contribute to the pool of knowledge which already exists on brand ambassadors. It will also create a basis on which subsequent findings can build on and may affect customer decision making. Numerous people and entities stand to gain from this study upon its completion and they include;

1. **Organizations:** This research will be useful because it will make them comprehend the meaning of brand ambassador, image, and brand awareness as well as what it implies towards their own success in terms of selling products. Organizations should be able to grasp that their

desire for sales is due to their effectiveness in shaping consumer choice.

2. **Government:** Through this thesis, the government is in a better situation to arrive at strategies that are highly integrated with the development, while at the same time encouraging change in marketing strategies to ensure effective business and product sales. This in effect would help the government boost living standards of people and improve the economy overall.

3. **Academic Reasons:** Continual research work facilitates the upgrade and constant contribution to the pool of knowledge. This study will expand the scope and raise the bar of excellence which is set ahead and can be matched and subsequently sub-matched by readers and researchers alike. The existing literature on the preferred issue and field of study is also upgraded accordingly.

1.6. Study Limitations

The research is restricted to the use of primary data collected through questionnaires. Due to the global pandemic caused by Covid-19, the researcher was prevented from physical distribution of the questionnaire and so, the questionnaire was administered online. It would be unfair, given the growing complexity, to conclude that all relevant data was shared during the research study. The data generated was restricted to those obtainable and made accessible by the participants. The investigator, therefore, accepts any insufficiencies or irregularities that might be found.

1.7. Thesis Composition

This thesis comprises six chapters. The next chapter will discuss the theoretical framework. Chapter three discusses the literature review of the study by looking at the previous related topic in this field. The study

methodology is depicted in chapter four which is followed by the data analysis and interpretation in chapter five. Chapter six will conclude the thesis with recommendations put forward. Figure 1 below portrays the composition of the thesis.
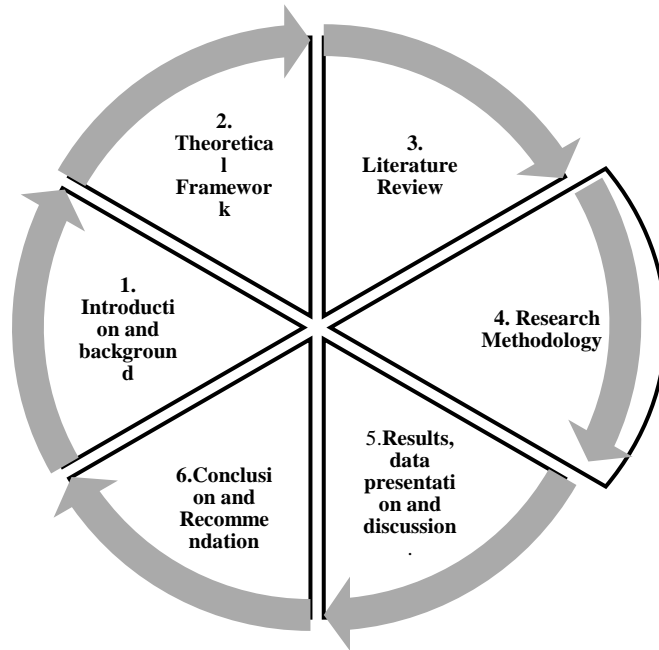

Figure 1: Thesis Composition

CHAPTER TWO

LITERATURE REVIEW

This section of the thesis discusses the variables used in this empirical analysis. Furthermore, this section also discusses in detail previous related studies that have been carried out on this topic globally.

2.1. Brand Ambassador

A brand ambassador is a well-linked individual or a celebrity that is utilized in promoting a product or service and market it. He or she is an ambassador, a spokesperson of the good or service that best represents an agency, entity, or company. They are the brand's face and fingers; the brand touches everything they touch. Brand Ambassadors shape the image of brands in the public and are used by human enterprises to convey a message to the public.

Brand Ambassadors are used by non-traditional marketing firms in promotions to address questions, educate the public, and raise brand awareness. The use of trustworthy firms to supply this category of workers helps companies to ensure a high level of candidates who represent the demographic target to meet customers in the most efficient way (Aggarwal, 2009).

A brand ambassador is a mechanism that corporations use to collaborate and engage with the audience on how profits can be improved. It plays an important role in talking to outside markets about corporate brands. Brand revenues will rise with the selling of ad-media lines with the use of an envoy, and much of the ad material depends on the spokesman for such advertisements.

In comparison, on behalf of the association, celebrity involvement is equivalent to sponsorship that favorably impacts the reputation of the business, and is linked to the connection between the brand ambassador's aims and the company portrayed by it. For customer reviews and impressions of a brand as a whole, a brand ambassador may be seen as a guide (Mudzakir, 2018).

2.2. Brand Image

As a significant aspect of customer behavior, brand awareness has been debated over the last decade since the consumer's brand and product preferences are focused on their assessment of the public image of that company or product. Kotler (2008) described the brand picture as a feeling that is both negative and optimistic against a brand when a customer is asked to suddenly remember their memory of that brand. The brand image identified by Arslan and Altuna (2010) is the impression or feeling of a customer associated with the offerings and characteristics, such as the usage condition, brand meaning, directory listings, brand experiences.

Arslan and Altuna (2010) described the brand picture as a consumer's impression or feeling associated with the products and characteristics, such as the usage condition, brand meaning, user profiles, that brand's encounters. In addition, Lee, et al. (2011) described the image of the brand as a representation of customer expectations that they hold about a specific brand using the memorized attributes and values that distinguish it from other rivals.

Hsieh, Pan, and Setiono (2004) suggest that a positive brand appearance helps customers to recognize and discern the needs that the brand should meet from the competition, raising the probability that the customer will buy from that brand. As being such, whether an organization or a brand can retain a reliably favorable perception of its goods or services in the consumer's minds, it will be able to get better with regular sales in the market, thus raising its market share and efficiency (Park et al. 1986).

2.3. Brand Awareness

Brand awareness implies a consumer's capacity to remember and identify a brand in multiple contexts (Aaker, 1996). Brand awareness is made up of brand memory and appreciation of the brand. Brand memory means that when customers see a category of product, they can correctly recognize a brand name, and brand identification ensures that when a brand cue appears, customers have the potential to recognize a brand. That is, buyers will accurately say a brand whether they have ever seen or heard it. In addition,

Hoeffler & Keller (2002) suggested that it is possible to differentiate brand recognition from width and depth.

Depth implies how to allow more people to recognize or recognize a brand, and width reflects inferences as buyers buy a product, a brand opportunity will come to their minds at once. If a product has both brand breadth and brand width at about the same time, as they try to purchase a product, customers may think about a particular brand. That is, there is a higher market awareness of the product. In comparison, the most significant factor in market recognition is brand name (Davis, Golicic & Marquardt, 2008). As a result, brand recognition will impact the decision to buy from a brand affiliation, and it will aid in promotion efforts when a product has a good brand reputation (Keller, 1993).

2.4.   Purchase Intention

Over the years, scholars and scholars have provided varying meanings of buying intent. Purchasing purpose is regarded, as per Halim and Hameed (2005), as clients who intend to buy a good or service via repeated transactions in the future. Fandos and Flavin (2006) define buying intent as an activity that is anticipated for repeated purchasing or service by customers in the short term. For instance, if a customer has previously bought a Nike product, if he/she visits the market again, he/she can choose to purchase from the same shop.

In contrast, whether he or she takes a next trip to the supermarket, it may be assumed the purchasing intention is a disguised interest of a buyer to purchase the product again. This concern is not, nevertheless, a clear action reflected by a customer. Purchasing intent is a multi-step process, according to Engel et al. (1995), in which the customer first gathers the brand knowledge he/she needs and tests it against the features of that brand and other rivals.

It is focused on this appraisal that when searching for a particular product, the customer will begin to worry about making a buying decision (Engel et al., 1995). The consumer's past experience of a product from a certain brand

comes from. During this process, the customer's history with that brand takes priority over the characteristics of other products if the attributes pleased the customer initially.

Keller (2001) divided the purchasing intention into three pieces as per the purchase intention process: unplanned, fully planned, and partially planned purchases. Unplanned sales are clarified as customers decide to buy a brand before they reach a shop and may refer to impulsive purchases (Keller, 2001).

2.5. Relationship between Brand Image, Brand Ambassador, Brand Awareness and Purchase Intention

Many studies have been conducted regarding these interconnections. For instance, Oh (2000) examined the influence of perceived brand recognition, perceived quality, brand loyalty and customers' buying motive and mediating impacts of brand personality and brand loyalty on brand awareness and intention to buy. The data are taken from users of mobile phones residing in Chiyi, and to analyze the hypothesis, the study employed the regression analysis and the mediating impact to analyse this interconnection. The research shows that the associations between brand awareness, perceived quality, and brand loyalty for buying intention are substantial and positive. Also, perceived quality and brand loyalty connection are positive and perceived quality should meditate on the influence between brand recognition and buying intent. Additionally, brand loyalty will mediate the impacts of brand recognition and intent to buy.

Using Pantene Shampoo as a case study in Surabaya, Indonesia, Dewi et al. (2020) tested the influence of Brand Ambassador, Brand image, and Brand Awareness on buying decisions. In the study, data gathering was achieved by conducting surveys. The sample in these studies was 100 people, utilizing the technique of sampling while utilizing the partial least square as an instrument for statistical processing. The brand ambassador that Pantene shampoo used was having a significant impact on brand recognition premised on the outcome and assessment. Brand ambassador impact brand identity, brand recognition,

was huge. Brand ambassador and brand identity also had a substantial influence on people's decision to buy. This research will attempt to add value to the selection of prominent people as brand ambassadors that the company used throughout the production of Pantene shampoo was already appropriate for the people of Surabaya.

Sultan et al. (2019) examined the Strategic Method to Brand Customer Understanding on the framework of Brand Recognition and Brand Retention through the use of two popular Coca Cola and Pepsi soft drink brands. The study's aims are to demonstrate which advertising of the brand has been seen mainly by people and to test customers' needs. The selected sample size is 50 beverage consumers (Pepsi and Coca Cola). Data obtained and analyzed utilizing the 2010 versions of Microsoft. Outcomes showed that customers of Pepsi and Coca-cola find almost all of the market against coca-cola and they prefer coca-cola as opposed to Pepsi and the reasoning behind that is the great judgment of coca-cola prefer 60 percent people have responded that they recall more ads as opposed to Pepsi and others. And 90 percent said their approach to coca-cola is easily accessible and even 70 percent of people say they prefer coca cola because of its good flavor, and the aggregate survey poll for Coke and Pepsi showed that coke is mostly a brand than Pepsi. The researchers say that both Coke and Pepsi ought to concentrate on making their customers more conscious of the brand's importance that can benefit from maintaining consistent quality and other factors

Karim (2019) explored brand ambassadors' impact on brand recognition among Axis cards STIE AMKOP Makassar students. The study is explicative. In this research, the sample was 96 students of STIE AMKOP Makassar who were defined and utilizing the equation of Paul Leedy. The technologies employed for gathering information via the distribution of the questionnaires and documentation from primary and secondary data. The analysis approach employed is an assessment of multiple regression analysis. Whereas F-Test and t-Test were used for the hypothesis test. The analysis indicates that the "Axis Hits Bonus" advertising tagline variant had a substantial and positive influence on the brand awareness. In addition, brand ambassadors have a substantial and positive influence on brand recognition and brand awareness

has a positive and substantial influence on advertising tagline and brand ambassadorb

In order to clarify the various context variables linked to the credibility of spokespersons, Lin et al. (2019) studied the interconnections between the credibility of spokesperson for badminton brand, brand identity, and customer purchasing intent behaviors. The participants of this research were members of the National College Sports contest's badminton tournament held in 2016 and deploy convenient sampling techniques to perform survey form. Of the 440 questionnaires issued, only 400 were carried out and submitted correctly. In addition, the used methods involve statistical analysis, independent t-test analyses, analysis of variance of a single cause, and evaluation of regression. The outcomes indicated the badminton brand ambassador's appearance and reputation had a beneficial impact on the brand identity and brand attitude of the sport. Secondly, the brand image comprised the concepts "responsive," "figurative" and "analytic" exhibited a positive influence on the attitude of the brand. Thirdly, the concepts "cognitive," "feelings" and "attitudes" of the brand attitude exhibited a positive influence on shopping motives.

In Instagram and Novin Charm brand, Shahid et al (2017) investigated dimensions of brand equity, brand recognition, brand image and computerized social media marketing with the intent to assess brand ambassador function in the computerized word of mouth publicity. The study population contained official Novin Charm brand page supporters on Instagram social media networks. The total statistical population is estimated at 50,000 participants, from whom Morgan table chose 381 as participants. The brand ambassador can significantly impact the computerized advertising, as per the study findings. This efficiency can be enhanced by brand identity formation and brand awareness-raising.

Šwitała (2018) examined brand awareness and brand image effect on brand equity to investigate the brand awareness and brand identity effects on brand equity. The research focused on secondary and primary sources of data. The primary research was conducted out at a group of 100 companies ordering logistics. Information gathered in this manner were suitable for statistical

evaluation utilizing structural equation modeling (SEM). The presence of positive, yet weak, a dependency between brand recognition, brand identity, and brand recognition was identified based on the findings of pathways in the structural equation model. Although the outcomes of simulations performed to determine intervals of confidence showed that variations in intensity of this effect are not highly significant.

The aim of this exercise is to evaluate how social media networks, in particular an auto maker's Facebook page, and user interfaces with these brand-related activities impact brand reputation and significantly impact consumer purchasing decision. Premised on an online survey conducted with customers of the company's Facebook fan page and in order to comply with impacts theory hierarchy, the research results of the author demonstrate the main influence of fan page interaction on consumer brand recognition, word of mouth operations, and buying intent. Furthermore, the results suggest that irritation with the fan page owing to overloading of information contributes to bad impacts on fanpage engagement and reduced WOM exercises. The study has contributed to demonstrating the importance of maximizing the ability of social media strategies from a theoretical point of view.

Hutter (2013) explored the effect of social media user experiences on brand recognition and willingness to buy using MINI as a case study on Facebook. To analyze these interactions, the SPSS and AMOS 25 were deployed. The investigators show that engaging with a Facebook fan page has a beneficial impact on consumer's brand awareness, WOM practices, and willingness to buy. Results further indicate that annoyance with the fan page leads to negative effects in respect to the overall commitment to and involvement with the fan page and WOM. The authors' research shows that social media activities indeed affect the purchase decision-making process.

Lin (2013) used the Ambassador Hotel Kaohsiung as a case study to examine the relationships between brand images on an intention to buy in the restaurant business. Utilizing the questionnaire method, the study uses a quantitative methodology. A total of 500 copies are distributed and 361 samples are obtained, with 354 accurate samples, with a recovery rate of 71%. The casual

connection is investigated, having an interface, symbolism and experience in the brand identity as predictor factors and the likelihood of purchasing, deemed buy Product, suggesting Friends for purchase intentions as endogenous variables. The method of Regression and Variance Analysis were deployed. The outcome revealed that brand image presents partially positive effects on Possibility of Buying in purchase intention, the Brand image shows exceptionally beneficial benefits in intention to buy on deemed Purchase Product and brand image discloses slightly beneficial effects in purchase decision on Recommend Friends for purchasing. Also, demographic characteristics show up to have slightly notable effects on the causal relationships between the brand image and the intent to buy.

Lin (2013) examined the effects of brand credibility, consisting of truthfulness, expert knowledge, and desirability, on the brand buying intention of consumers in developing countries, specifically focusing on the automotive industry in China. In this collaboration, the study proposes that brand recognition and brand identity perform a moderating role. Results show that brand credibility has a positive effect on the intention of consumers to purchase brands. Brand identity and brand recognition were found to balance the connection between the prestige of the brand and the intent to buy the brand from consumers. Consequences are being given for both analysis and organizational activities.

The interconnection between brand loyalty image and brand equity was examined by Shabbir et al., (2017). Brand equity has been used as a mediator factor and Azad Kashmir was selected as a case study in the Mirpur telecommunication sector. Utilizing a sample of 200 consumers, the research indicated that brand loyalty and brand image have a positive relationship with brand recognition, utilizing the structural equation model. The results of this research indicate that brand awareness completely mediates the brand loyalty and brand image influence on brand equity

CHAPTER THREE

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

3.1. Introduction

This chapter entails the theoretical framework of the thesis by looking at traits of brand ambassador, brand image, brand awareness, brand attitude, concept of consumer, customer/consumer value, consumer decision process, factors affecting consumer buying behavior. It further state the hypothesis of the study.

3.1.1. Brand Ambassador

In business and marketing, the terminologies brand ambassador, brand endorser, or celebrity endorser are well+ utilized to function for each other with their meanings intertwined. This goes hand in hand with other terms including branded content, publicity spokespersons, client devotees and advertising prototypes. In the press and other public writings, they are commonly used unguarded and so who perform what distinct function may not be clearly stated. But the reality of it is that while some are just supporters and advocates of a brand, others are being employed and paid for the services they render.

As stated by Cheyfitz, (2010) and Belch & Belch, (2003) altogether, both paid and gained brand ambassadors offer several individuals with knowledge about the product, service, or concept, generating extensive word of mouth. Brand ambassador validates the authenticity of characteristics that distinguishes goods and makes them appealing and by word-of-mouth influence can trigger certain networks and connections. According to Andersson (2008) having a brand-name spokesperson is also not quite cost-effective, and moreover easier than many other advertising techniques such as commercials.

Rehmet & Dinnie, (2013) also points out that brand ambassadors, who are often regarded as representatives of viewpoint, can start using a substitution product or service and create a special position for brands. Opinion leadership may be a degree to which an individual ready to influence the opposite individuals' opinions and behavior (Rogers & Cartano, 1962). In the same line researchers such as Nguyen et al., (2018) and Balmer et al., (2001) indicates that Brand Ambassador can mediate between internal and outside brand management and can have a major influence on the viewpoint of brands and organizations by customers; and, generally speaking, brand ambassadors are brand representatives confirming brands' reputation.

In a simple interpretation, brand ambassadors are those customers that have derived satisfaction from the purchase and use of a particular product or service and in essence, preach the good gospel about it and even recommend it for their usage also. This definition of brand ambassador is now being used in a similar tune with that brand endorser. The brand endorser also spread words about a product, but unlike the brand ambassador, he does not have to be a user of the product in the actual sense. To fulfill this role, organizations usually employ celebrities or anyone with widespread popularity.

As per Doucett, the brand ambassador is someone who is loyal to a particular brand, interested in talking about everything, and also eager to contribute information about the product on its own (Lubis & Paralella, 2014). Kitchen clarified that a brand ambassador is a dedicated person for a specific service or commodity, but we agree that the consumer is a faithful and powerful promoter who promotes popularity on behalf of that organization, product or service (Zangeneh, 2014).

The picture of a brand ambassador in personality, attitude, beliefs, and principles are aspects that they should always be able to showcase by their traits. One of the duties of a brand ambassador is to make a strong interaction with the core audience as normal as possible (Mirab et al. 2015). A brand ambassador is typically a well-trained, charismatic youth who has been hired by a corporation to regularly market their products as though it were related to

their daily lives are designed to attract the attention of the target consumer to the brand.

As the 'voice' of the product, the brand celebrity is supposed to have a good awareness of the goods so that they can clarify it in any conceivable discussion. It is crucial for a business to see the brand ambassador as something that they can like, respect, and appreciate in order to establish a strong interconnection (Kusuma et al. 2017)

The usage of celebrities as a brand spokesperson helps to extend the exposure of the target demographic and also raise the visibility of the product via the image of celebrities recognizable to the public. Moreover, the appearance of a celebrity brand spokesperson has an impact on the image of the label. Based on the measurement is also necessary in the sense of the hiring process of the celebrities brand ambassador, because it must match the profile of the product that the organization wishes the audience to remember.

Celebrity brand ambassador greatly impacts both the purchasing intention and the rise in revenue by both an effective and a causation factor. For example, in the marketing of beauty goods, advertising goods will often be related to the physical appeal of celebrities. Consumer expectations will still apply to the image represented by the celebrity (Aurangzeb et al. 2017). Thus, the following hypothesis is formulated:

H1: The brand ambassador significantly influence consumers' purchase intention positively

3.1.2. Brand Image

Brand image is characterized as a collection of brand connections that consumers maintain in their minds of a brand (Keller, 1993). (Keller, 1993). Brand image can be defined by the intensity, convenience and individuality of brand partnerships. It represents the significance of products to customers by connecting product knowledge to customer memory brand nodes, suggesting product advantages, and summarizing brand assessments (Keller, 2008).

Besides that, the purchasing intention of customers can be affected by the appearance of the brand (Esch et al., 2006). A good, beneficial, and distinctive

image of the brand is linked positively to the capacity to afford higher rates and higher brand value rates (Lassar et al. 1995; Faircloth et al. 2001). It is possible that the brand possesses the competence, trustworthiness, and attractiveness/likeliness, while the brand picture is not so solid, desirable, and special.

In addition, what buyers actually purchase may not have been the reputation of a brand (i.e., competence, truthfulness, and attractiveness/likeability); instead, more specifically, they may purchase a brand image synonymous with the consumption of a particular brand, including a Louis Vuitton handbag, so that the brand itself becomes an expression of the person's self and aid to improving self-esteem (Zhou& Belk, 2004).

Brand is the identity of the product. Consumers may have a positive or negative view of the commodity. Brand as an object of appraisal defines the consumer's approach to the commodity. A healthy picture of the product can contribute to a favorable approach to the product. In the other hand, a poor picture of the product can lead to a pessimistic outlook towards the product. As Bhakar et al. (2013) put it, the brand has a particular impression and should customize the buyer's attitude towards the product. The hypothesis is drafted as follows:

H3: there is a positive association between Brand image and customers' intention to buy.

3.1.3.   Brand Awareness

Brand awareness is linked to the power of a given brand in the mind of customers and can be reflected in the intention of individuals to identify a brand in multiple ways or circumstances (Rossiter & Percy, 1987). Brand awareness is composed of two elements: brand identification and existing brand efficiency (Keller, 1993). Brand identification is characterized as the ability of consumers to affirm their previous exposure to the brand when provided the brand as a trigger; brand recall relates to whether customers can recover the brand from mind when choosing products as a cue (Keller, 1993)

Brand recognition is what percentage a client or potential remembers or recounts from some few different products and brands. Brand image is one of the key determinants of brand name equity and it acquires the freedom of a client to obtain goods, logo, tagline, name, etc. brand awareness is the consumer recognition of a particular brand. Brand awareness refers to the potential buyer's abilities to acknowledge and remind brands (Gartner and Ruzzier, 2011). Brand recognition means consumers' abilities to differentiate products once they receive brand guidance; and brand recall refers to consumers' abilities to call brand information from their memory (Keller, 2013)

As per Aaker (1991), brand recognition is the ability of potential clients to recognize whether a brand is part of a certain group of goods. According to Macdonald & Sharp, (2000) brand recognition is an integral aspect of customer decision-making as it enhances the brand to be regarded, to use it as a heuristic and a perception of quality. Throughout this context, it is clear that perhaps the awareness of brands influences attitudes and behaviors that influence brand choice and even brand loyalty. Brand recognition is about brand perception and brand re-engineering.

Brand recognition means the willingness of consumers to affirm early knowledge to the brand when viewed as a cue to the brand. In distinction, brand awareness allows customers to accurately differentiate against products that have never been seen or heard. Brand recall is the next level of brand awareness. This concerns the willingness of customers to recover a brand when, given the market segment, the needs met by the label or some other form of the query as a cue. In distinction, brand recall allows customers to be able to accurately produce a brand from memory.

The relative value of brand awareness and recall depends on the level to which customers make choices in the store rather than within the store. Brand awareness can be more relevant to the degree that product choices are taken in the shop. (Keller, 1998). The explanation for brand awareness is important for the customer to make a buying behavior is that customers typically make a buying decision using heuristic means such as "purchasing a brand they've

heard of" or "pick a new brand they recognize" and then buy even well-established, recognizable brands (Keller, 1993).

To contribute to the value of brand recognition, Atingan et al. (2005) argued that brand equity exists when the customer has a high degree of knowledge and familiarity with the brand and has a highly beneficial, exclusive brand relationship in mind. It is conceivable that a brand is trustworthy (i.e. maintains competence, truthfulness, and attractiveness/likeability) yet at the same time possessing a low degree of brand recognition. For example, many local brands are barely recognized outside the particular area. In order for a brand to be added to a customer brand category package, it has to be relatively simpler or more appropriate for buyers to care about both the brand as they consider the product category.

Additionally, even though there are no other clear brand connections, buyers would also choose to buy a brand that is well-known and recognizable to them (Pae et al., 2002). Therefore, when people perceived that a brand has a high degree of recognition, it affects their intention to purchase. Hence, the hypothesis is drafted as follows;

H_0: Brand awareness has a significant influence on consumer's intention to buy.

3.1.4.   Consumer Purchase Intention

The intention is a desire that is preserved in human memory and can contribute to act in an ideal moment (Azjen, 2005). A catalyst is required to alter the intent of an action. Purpose persists in the human mind when the moment and chance to execute an action is correct. Behavior intention is one of the key variables that customize behavior. The purpose is characterized as motivation that influences actions. A stronger motive creates strong behavior. Thus, the aim can be interpreted as a concept before an operation is carried out.

The purpose depends on time. As there is a long gap between intention and execution, the intention would be weak. Azjen (2005) assessed the aim

with three metrics that show where, when and how customers will conduct their future behavior. Consumers are increasingly alluded to as persons who buy or ingest goods and services; that being said, there is a slight variation in overall of purchaser and client. Purchasers are the individuals who serve as final, commercial, or institutional buyers.

The above, customer, applies to people who buy for pure specific usage, which then in terms of context is more limited (Sternthal & Craig 1982). These is the end-users for whom the goods or services are essentially intended. To date, researchers have been uncertain of a precise description of the client's interest. Customer value uncertainty is very well displayed in the differing ideas given by investigators.

Zeithaml (1988) offers is among the most frequently referenced meanings of value creation as "the realistic understanding by the client of the usefulness of a product backed opinions of what has been considered acceptable". This description is really abstract and detailed, suggesting that decisions of value are something really pure correlations between price and quality. The meaning of Monroe (1990) provides a quite specific understanding of consumer value, in that 'buyers' expectations of value reflect a trade-off between the quality and advantages they foresee on a commodity compared to the cost they foresee by paying the price.

This interpretation is extremely operationalizable because of it's really a quite centered conceptual framework, as Monroe and his coworkers clearly show (Dodds et al., 1991; Anitha, & Krishnan, 2020). Take into account still another form of customer value as "the perception inclination of a client for and assessment of such product characteristics, attribute performances, And the repercussions emerging from which again promote (or block) the attainment of the client's objectives and motives in scenarios of use.

This subsequent interpretative effort decreased significantly a comparable aspect of the value mechanism that had been a critical component in the descriptions of other investigators. Several other scholars still keep very differing views on consumer interest (Butz &Goodstein, 1996; Fornell et al., 1994). Though this reconciliation of differing ideas of value proposition into

singular rhetoric is challenging, a brief glance at them does seem to indicate so many recurring themes of the concept. Firstly, moral judgments are majorly a subjective, cognitive (and conceivably emotional) assessment given to a target acquisition in marketing contexts.

Secondly, the subjective, cognitive assessment is relativistic in that it takes into account the result of complex interactions of comparing in consumption scenario. Thirdly, the comparative step depends on (a) financial investment or penance as the "give" portion from the consumer's perspective, and (b) advantages or efficiency as the "take" element. Such two elements tend to represent each other like these collaborative levels of reference, which are diverse throughout consuming circumstances.

CHAPTER FOUR

METHODOLOGY

4.1. Introduction

The methodology entails the way and process of carrying out research. This chapter will start by constructing a research design which will be followed by the research model which will depict the dependent variable and independent variables. The next is thing is a description of the data utilized. Furthermore, the study area, and Population, Sample Size, and Sampling technique, data analysis, reliability instrument, and instrument for collecting data will be discussed in this chapter.

4.2. Research Design

Designing a study empowers a researcher to plan and execute the study in a manner that enables the researcher to get expected outcomes, this expands the chance of getting data that could be connected with the genuine circumstance (Burns and Grove, 2001).

The research design is descriptive in nature and it is a correlative type of research to measure the independent variables and the dependent variable; time horizon used is cross-sectional which involved data selection, the degree of interference is low and the locale is field study.

The quantitative technique is often suggested as statistical and operational analysis programming when making decision particularly in the industry and business (Saunders et al., 2012). This technique is useful in mathematics when discussing numbers, symbols, and expressions so the use of survey design in the form of well-structured questionnaires was employed to suit the characteristics of the participants, who are individuals; this survey research design empowers the researcher to convert content filled in by the respondents into numerical data that can be analyzed with various methods of analyses. This research work was carried out within some selected school environment

and the targeted group were the undergraduate students of the stated institutions.

4.3. Research Model

The figure below illustrates the research model deployed in thus study. The dependent variable is consumer purchasing intention and the independent variables are brand image, brand awareness and brand ambassador.
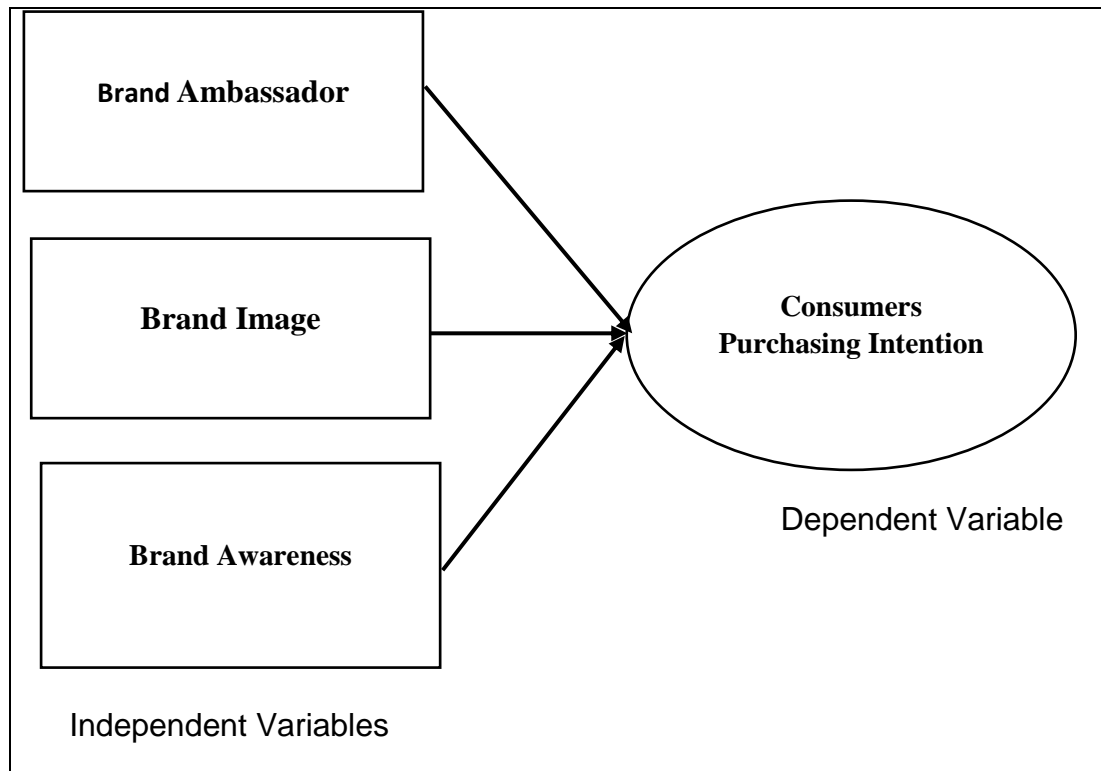
Figure 2: Research Model

4.4. Data

Though there are two distinct data often utilized in research, however, this study utilized the primary data to collect information which is subsequently analyzed. The primary data are data that are collected directly from the respondents. Data collected are interpreted as per the investigator's logical viewpoints in order to create a tangible point which is essential to the investigator's argument is understood as primary data.

4.5. Study Area Background

Vilju milk was established in Lagos in 2004 as a massive-scale Chinese-invested food and beverage manufacturing organization. The organization presently has two manufacturing facilities and a broad industrial park spanning around the region of 1,200 acres, because of its key line of milk products distributed daily in Nigeria's large cities and surrounding nations. Goods are processed as raw material and are refined into milk-based beverages which are sometimes popular nutritious beverages with their distinctive taste in the beverages sector.

Several beverage producers have announced new milk beverages to satisfy customers ' expectations, offering increasing development and demand in the sector for milk-related beverages. Viju Companies Limited Company is Nigeria's first dairy-related liquor manufacturing venture. Before any of this, the Nigerian drinks industry was packed mainly with filtered water, carbonated soft drinks, and beverages. Immediately after that, the Viju milk-based beverages were introduced on the marketplace, the company soon gained momentum into a star commodity with a well-known popular figure.

While rivals chased to imitate the brand, Viju Factories Limited has sustained a leadership position in the milk-based drinks industry, focusing on trendy branding of beverages, fresh and pleasant taste, rich and thorough nutrition. Taking into consideration its distribution channels and the tremendous consumer opportunities in Nigeria, Viju Investments Limited Corporation began to explore rising product variety to once again facilitate the performance of the company. The researcher picked this product because it is one of the most popular beverage amongst the youths in Nigeria due to its cheap price compared to other beverages in the country.

4.6. Population, Sample Size, And Sampling Technique

The universe of units from which a sample is to be drawn is identified as Population according to Bryman and Bell (2011). The population also means individuals, all elements or units which satisfy the method for choosing a group

to be examined and from which sample to be portrayed was taken for thorough analysis. Sampling can be described as the procedure of selecting individuals and organizations from a population of interest so that a pretty natural outcome can be asserted by selecting a sample of observations back to the population from which they were chosen (Trochim, 2006).

The population of this study comprised of pre-university students from Ibadan University, Lagos University and Ilorin University. However, due to time, the study utilized the convenience[1] sampling technique. Thus, this research employed 383 students and information are collected from this respondent through the questionnaire administered to them through the online medium. The researcher picked these three universities because they are the most popular and the top three universities in Nigeria.

4.7. The instrument for Data Collection

Due to extreme flexibility, a structured questionnaire was the tool utilized to gather data in this thesis, and questions related to the topic can be easily obtained from a larger or lesser number of participants (Bryman and Bell, 2011). The questionnaires were broken down into four separate parts. The first segment entails the respondent's characteristics. The second segment comprises information on brand image which was obtained from the study of Anwar et al. (2011). The third segment comprises information on brand awareness which was obtained from the study of Adam et al. (2016). The fourth segment comprises of information on brand ambassador which was obtained from the study of Adam et al (2011). The fifth segment comprises information on customers buying intentions which was obtained from the study of. The 5-liker scale was used to answer questions in segments 2, 3, 4, and 5.

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[1] Convenience sampling is a nonprobability sampling in which people are sampled simply because they are "convenient" sources of data for investigators

4.8. Data Analysis

After data gathering, this connection will be examined using the SPSS statistical software which is utilized for evaluation in economics, business, finance and management. Afterward, the information gathered were converted to frequency, probabilities and graphs to make interpretation easier. People's opinions on the questionnaire were interpreted using percentages and probabilities. In addition, data for the different study questions have been evaluated to demonstrate the distribution of different participants' viewpoints and perceptions. Ultimately, to evaluate the association between the endogenous variable and independent variable, the multiple regression technique was utilized.

4.9. Reliability of the Instrument

Once the instrument is provided to the population sample, the data gathered will be legitimate proof of the research variables. To check the data reliability, the Cronbach alpha will be deployed to verify whether data utilized are consistent.

CHAPTER FIVE

RESULTS

5.1. Introduction

This segment, which is data analysis and result is the heart chapter of this thesis. İt illustrates estimations based on the methodology utilized and findings are also presented in this section of the thesis. It is necessary to ascertain the descriptive statistics of the variables used. In this thesis, 400 questionaires were distributed to respondents however, only 383 were properly filled. This chapter commenced with descriptive statistics. This is followed by tables depicting basic demographic information. İn the subsequent sub-sections in this chapter, the following are carried out; (i) reliability test; carried out with the aid of Chronbach alpha; (ii) correlation; (iii) model summary; (iv) regression analysis; and (v) hypothesis table.

5.2. Data Analyses

In this sub-segment of the chapter, various estimations will be carried out. Such estimations are; reliability test, demographic information of respondents, correlation, regression analysis.

5.2.1. Respondent's Socio-demographic Characteristics

The next analysis is to determine the sociodemographic information of respondents after the dataset is considered to be internally consistent. Such socio-demographic characteristics information are illustrated below;

Table 1: What is your gender?

	Freq	%	Valid %	Cumulative %
Male	208	54.3	54.3	54.3
Female	175	45.7	45.7	100.0
Total	383	100.0	100.0	

Source: Author Compilation

The respondent's gender is depicted in the above table. Out of the total respondents (383), 208 (54.3%) represents male, whereas 175 (45.7%) illustrates the female's respondents that partake in the study. This analogy demonstrates that most of the respondents are male, though females also constitute a higher percentage also.

Table 2: What is your Age Range?

Age	Frequency	%	Valid %	Cumulative %
Less than 17	109	28.5	28.5	28.5
17-19	73	19.1	19.1	47.5
19-21	91	23.8	23.8	71.3
Above 21	110	28.7	28.7	100.0
Total	383	100.0	100.0	

Source: Author Compilation

The above table illustrates the age range of respondents that partake in this research. 28.5% of the respondents are below 17 years of age, 19.1% of the respondents are between the 17 and 19 years, 23.8% of the respondents fall between the age of 19 and 21 while 28.7% of them are above 21 years.

Table 3: Which faculty do you belong?

Faculties	Frequency	Percent	Valid Percent	Cumulative Percent
Engineering	48	12.5	12.5	12.5
Business & Administrative Sciences	96	25.1	25.1	37.6
Sciences	88	23.0	23.0	60.6
Law	71	18.5	18.5	79.1
Others	80	20.9	20.9	100.0
Total	383	100.0	100.0	

Source: Author Compilation

The above table shows the faculty respondents belong to. 12.5% of the respondents picked engineering faculty, 25.1% are in Business &

administrative Sciences faculty, 23.0% picked science faculty, 18.5% choose law and 20.9% picked other faculty.

Table 4: What is the name of your Institution?

	Frequency	Percent	Valid Percent	Cumulative Percent
University of Ibadan	157	41.0	41.0	41.0
University of Lagos	144	37.6	37.6	78.6
University of Ilorin	82	21.4	21.4	100.0

The table above shows the university respondents came from. 41.0% of the respondents are from the University of Ibadan, 37.6% of them picked the University of Lagos, and 21.4% from the University of Ilorin.

5.2.2. Reliability Analysis

Before running the analysis, it is essential to verify whether the dataset is internal consistent or not. This consistency test is carried out using Cronbach alpha. The Cronbach alpha uses a benchmark and if the dataset fails to meet this benchmark, the dataset is will be considered not internally consistent.

Table 5: Reliability Coefficients

Scale	Items Nos	Cronbach Alpha
BA	4	0.875
BM	4	0.804
BAM	5	0.775
PI	3	0.759

Note: BA mirrors brand awareness, BM signifies brand image, BAM denotes brand ambassador, & PI indicates purchase intention

Source: Author Compilation

The table above mirrors the out of the reliability test. The Cronbach alpha for brand awareness, brand image, brand ambassador and purchase intention are

greater than the 0.70 benchmarks set by Revelle & Zinbarg, (2009). According to Revelle & Zinbarg, (2009), for the dataset to be consistent, the values must be greater or equal to 0,70. Therefore, the variables utilized are consistent internally. Thus, brand awareness, brand image, brand ambassador, and purchase intention are internally consistent.

5.2.3. Descriptive Statistics

It is vital to ascertain data description before running a regression analysis. The variables utilized in this thesis is represented by the table below. Parameters such as mean, standard deviation, minimum and maximum are key information that will be explained based.

Table 6: Descriptive Statistics

	Brand Awareness	Brand Image	Brand Ambassador	Purchase Intention
Mean	4.04	3.68	3.90	3.98
Std. Dev	0.75	0.80	0.64	0.57
Minimum	2.00	1.50	2.00	1.67
Maximum	5.00	5.00	5.00	5.00
Observation	383	383	383	383

Source: Author Compilation

Table 6 above illustrates the study descriptive statistics. The mean describe the sample with a single value that represents the center of the data. The mean score which is the average value of brand awareness is 4.04. The mean score which is also the average value of purchase intention is 3.98. Regarding the brand ambassador the mean value (average value) is 3.90 while the mean value (average value) of brand image is 3.68. Looking at the mean values of the variables, in Table 6, brand awareness score better on average due to it higher mean value which implies that customers are more aware of the brand. The standard deviation is a measure of the amount of variation or dispersion of a set of values. Thus, the standard deviation is utilized to check the variable which had more consistent scores. Looking at the standard deviations of brand awareness (0.75), brand image (0.80), brand ambassador (0.64) and purchase intention (0.57) in Table 1, purchase intention has the lowest standard

deviation which indicates that the scores are less spread-out from the mean. Thus, purchase intention has more consistence score

5.2.4. Correlation

Correlation is a mathematical method that can indicate whether or not pairs of parameters are strongly linked. In this thesis, the researcher examined whether or not purchase intention, brand ambassador, brand awareness, and brand image are closely linked. The table 7 below depicts the correlations amongst the variables utilized.

Table 7: Correlation Estimate

Variables	BA	BM	BAM	PI
BA	1	.453	.386**	0.650**
BM	0.453**	1	0.472**	0.575**
BAM	0.386**	0.472**	1	0.747**
PI	0.650**	0.575**	0.747**	1

Note: BA mirrors brand awareness, BM signifies brand image, BAM denotes brand ambassador, & PI indicates purchase intention . **. Correlation is significant at the 0.01 level (2-tailed).

Table 8: Interpretation of Coefficient

Coefficient	Interpretation
From 0.0 - 0.2	Very Weak correlation
From 0.2 - 0.5	Weak Correlation
From 0.5 - 0.7	Moderate correlation
From 0.7 - 0.9	Strong correlation
Above 0.9	Very Strong correlation

5.2.5. Summary of Model

This sub section of the chapter describes the model used. İt illustrates the R^2 and the adjusted R^2. Furthermore, the Durbin Watson also aid in detecting if there is serial correlation or not in the model.

Table 9: Summary of the Model

R	R^2	Adj R^2	Durbin-Watson
0.901ª	0.812	0.811	1.917

a. Predictors: (Constant), Brand_Ambassardor, Brand_Awareness, Brand_Image
b. Dependent Variable: Purchase_Intention
Source: Author Compilation

Table 9 above mirrors the model summary. The R^2 and the Adjusted R^2 0.812 and 0.811 respectively show that 81% of the variation in the dependent variable (purchase intention) can be explained by independent variables (Brand ambassador, Brand Awareness, Brand Image). Furthermore, the error term accounted for 19% of the variation in the dependent variable. The Durbin Watson aid in detecting serial correlation in the model. Based on the Durbin Watson, it is clear there is evidence of no serial correlation in the model.

5.2.6. Regression Analysis

The multiple regression is deployed when we have one dependent variable and two or more independent variables. This study utilized the multiple regression techniques to ascertain the influence of brand ambassador, brand awareness, and brand image on purchase intention. The table below illustrates the regression estimation.

Table 11: Coefficient Estimate

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T-stat	P-Value
(Constant)	0.173	0.095		1.820	0.070
BA	0.368	0.019	.480	19.646	0.000*
BM	0.262	0.018	.365	14.292	0.000*
BAM	0.348	0.025	.389	14.067	0.000*

Note: Predictors: (Constant), BAM: illustrates Brand Ambassador, BA: Brand Awareness and BM: Brand Image. Dependent Variable: Purchase_Intention *: 1% level of significance
Source: Author Compilation

The table above depicts the regression estimate. Finding from this tables shows; (i) there is significant interaction between brand awareness and purchase intention. This finding concurs with the findings of Shahid et al (2017) and Dewi et al. (2020); (ii) there is a positive and significant link between brand ambassador and purchase intention. This outcome aligns with the finding of Cheyfitz, (2010), Karim (2019), Lin et al. (2019), Ertugan & Mupindu (2019), Dewi et al. (2020) and Oh (2000)); (iii) there is a positive and significant association between brand image and purchase intention. This finding corresponds to the findings of Hutter (2013), Lin (2013) and Dewi et al. (2020).

5.3. Summary of Hypothesis Testing

This segment in chapter five illustrate the outcome of the regression analysis in a tabular form to either reject or accept the hypotheses formulated

Table 12: Hypotheses table

Null Hypotheses	Criteria	Decision	Result
There is no significant relationship between brand awareness and purchase intention	Accept the null hypothesis if p-value is more than 0.05 significant level	Pvalue<0.05	There is a significant relationship between brand awareness and purchase intention

There is no significant relationship between brand awareness and purchase intention	Accept the null hypothesis if p-value is more than 0.05 significant level	Pvalue<0.05	There is a significant relationship between brand awareness and purchase intention
There is no significant relationship between brand awareness and purchase intention	Accept the null hypothesis if p-value is more than 0.05 significant level	Pvalue<0.05	There is a significant relationship between brand awareness and purchase intention

Source: Researcher Compilation

5.4. Discussion of Findings

This sub-section of the chapter elaborates on the discussion of the findings. The first analysis carried out is the reliability test using the Cronbach alpha. Based on the reliability test, all the variables utilized are internally consistent since they are more than the 0.70 benchmarks. Furthermore, descriptive statistics mirror the respondent's personal information. The next analysis is the model summary. The model summary, the R2 and the Adjusted R2 0.812 and 0.811 respectively shows that 81% of the variation in the dependent variable (purchase intention) can be explained by independent variables (brand ambassador, brand Awareness, brand Image).

Furthermore, the error term accounted for 19% of the variation in the dependent variable. The Durbin Watson aid in detecting serial correlation in the model. Based on the Durbin Watson, it is clear there is evidence of no serial correlation in the model.The next analysis is the ANOVA test and finding

based on the ANOVA shows that at 5% significant level we fail to accept the null nypothessis and accept the alternative hypothesis that knowing the group membership provides extra information about the dependent variable.

Additionally, the correlation analysis was carried out which indicates that all the variables deployed show evidence of correlation among each other. Lastly, the regression analysis depicts the interconnection between purchase intention and other exogenous variables deployed. Findings from Finding from these tables shows; (i) there is significant interaction between brand awareness and purchase intention. This means that increase in brand awareness will lead to an increase in purchase intention.; (ii) there is a positive and significant link between brand ambassador and purchase intention. This means that increase in brand ambassador will lead to an increase in purchase intention; (iii) there is a positive and significant association between brand image and purchase intention. This means that increase in the brand image will lead to an increase in purchase intention.

Based on all the findings from the regression estimate all the independent variables (brand Ambassador, brand Awareness and brand Image) strongly have a positive and significant influence on purchase intentions.

CHAPTER SIX

CONCLUSION, AND RECOMMENDATIONS

6.1. Introduction

This chapter is the concluding part of the thesis and it encompasses the summary, conclusion and recommendations based on the findings. The next subsection gives a summary of the thesis which is followed by the conclusion and lastly the recommendations.

6.2. Conclusion

It is absolutely vital for most companies, organizations, particularly start-ups, to get the word out about their product and/or service. In addition, there are several methods to do that and one of the significant ways is to utilize Brand Ambassador. Thus, this thesis aims to evaluate the impact of brand ambassadors on the purchase intention of customers. Also, the impact of brand image and brand awareness on customers' purchase intention was also investigated. The study utilized a well-structured questionnaire which was directed online to pre-university students in the 7University of Lagos, University of Ilorin and University of Ibadan. The study employed multiple regression techniques to investigate this relationship. Findings from the regression analysis show that (i) The table above depicts the regression estimate. Finding from the study shows; (i) there is significant interaction between brand awareness and purchase intention. This finding concurs with the findings of Shahid et al (2017) and Dewi et al. (2020); (ii) there is a positive and significant link between brand ambassador and purchase intention. This outcome aligns with the finding of Cheyfitz, (2010), Karim (2019), Lin et al. (2019), Dewi et al. (2020) and Oh (2000)); (iii) there is a positive and significant association between brand image and purchase intention. This finding corresponds to the findings of Hutter (2013), Lin (2013) and Dewi et al. (2020)

6.3. Recommendations

The following suggestions were put forward based on the findings. The marketers and the company ought to preserve their high-quality products, as this is one of the primary reasons students buy in their product. Since there is a positive and significant interaction between brand ambassador and purchase intentions, the product should continue on it path of using celebrity to promote it product. The study suggests that management of Vilju milk should pay close attention to the impacts of brand awareness, on the intention of buying. The study reveals that if customers are able to recognize a brand name whenever they want to buy a Vilju milk, this implies that Vilju milk is more aware of the brand. If a company had a very well-known brand name it will gain the tastes of customers and increase their intention to buy. Enhancing Brand identity practices is best for the company as the variables have a major impact on the purpose of the customer purchase. The study also suggests that marketers should build brand image and brand awareness by always giving a pleasant explanation about the quality of the products and competitive prices in order to create a strong perception that Vijul is a good product.

In addition, management should still maintain the logo and market trust in order to build a good identity and to strongly solidify it in the hearts of consumers (Lau & Phau, 2007; Rubio et al. 2014). In addition, managers can enhance the reputation of the brand by growing product range, improving product consistency, selling value-added goods at a premium and delivering after-sales services pleasantly.

These changes would directly enhance the purchasing desire of the goods. That being said, businesses with high equity names do not focus on the advantages of high brand image, including customer satisfaction, which can be seen in the literature (Keller and Lehmann, 2006; Agarwal & Rao, 1996; Aaker, 1991). The outcomes and policy suggestions from this study will be useful for policymakers and managers in various organizations, and governments in formulating policies that will enhance consumers' purchase intentions. Furthermore, students in this field will benefit greatly from this study because it will serve as a reference for their future study and the outcomes can be compared with their future findings.

Much of the suggestions and recommendations are focused on the shortcomings of the study. More samples should be used in prospective studies to perform this analysis and a more varied profession to catch a clearer understanding of the outcomes of this analysis. Additional researches should apply this analysis to other universities and regions other than the chosen ones, in order to investigate how variations in culture and economic growth would influence the outcome.

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APPENDIX

QUESTIONAIRE

Dear Participant,

This measure is part of the research we are conducting to explain if there would be any association between Brand Ambassadors and Customer Buying Decisions. Data obtained across this measure can be utilized to explain how purchasing choices are taken by student at the Nigerian institutions and that this contributes to their preference for a brand ambassador reflecting the product they purchase. You consent to partake in this analysis by filling out the questionnaire below. Please keep in mind your involvement in the research is optional. In this circumstance, your information will be not be disclosed to 3rd parties. The data obtained throughout this analysis can only be utilized for purposes of educational studies but may be discussed at national / international academic meetings and/or journals. You can at a certain time cease participating in the research by informing us. When you opted out of the analysis, your data will be destroyed from our database and would not be included in any additional research measures. If you've any questions or clarifications use the details underneath to notify us.

Ogunyomi Raphael Damilola (Student researcher)

Business Administration Department, Near East

University.

Tel: +905488276075, +2348130632996

Email: ogunyomiraphael@gmail.com

SECTION A: RESPONDENTS PERSONAL DATA

Instruction: please tick (✓) and fill in as appropriate

Gender: { } Female { } Male

Age………………………………….………

Faculty…………………………………….

Institution………………………………….

Section B: Brand Awareness

SD= Strong Disagree

D= Disagree

N= Neutral

A=Agree

SA= Strongly Agree

Brand awareness					
Statement	SD	D	N	A	SA
Vilju Milk comes to my mind first whenever am thirsty					
Easily recall the features of Vilju Milk					
Recognize the shape					
I can recognize the logo easily					

Source: Adam & Akber, (2016).

Section C: Purchasing Intention

Purchasing Intention

Statement	SD	D	N	A	SA
Awareness regarding Vilju Milk guides my purchase decision					
The brand ambassador of Vilju Milk guides my purchase decision					
The brand image of Vilju Milk guides my purchase decision					

Source: Adam & Akber, (2016).

Section D: Brand Image

Brand Image					
Statement	SD	D	N	A	SA
The product get good word of mouth publicity					
The product provide a self-esteem to you					
The product align with the value of the people					
The brand of our Vilju Milk has a very rich history					

Anwar et al., (2011)

Section E: Brand Ambassador

Brand Ambassador					
Statement	SD	D	N	A	SA
Product which are endorse by celebrity affect my purchase					

Celebrities affect my purchase attitude
The product I buy is connected with the celebrity.
Celebrities change my brand
Company backed by celebrities are important factor towards for my purchase.

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30.04.2020

Dear Ogunyomi Raphael Damilola,

Your application titled **"An Assessment of Brand Ambassador and its effect on customer buying decision"** with the application number YDÜ/SB/2020/690 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Direnc Kanol

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.