

Brand Recall and Customer Devotion of Fast-Moving Consumer Goods in Rivers State

Ogonu, Chituru Gibson

Department of Marketing, Faculty of Management Sciences
Rivers State University
gibsono.ogonu@ust.edu.ng

Nwokah, Juliet-Gladson

Department of Marketing, Faculty of Management Sciences
Rivers State University
julietgladson24@gmail.com

DOI: 10.56201/wjeds.v8.no2.2023.pg1.17

Abstract

This study investigated the relationship between brand recall and Customer devotion of fast moving consumer goods in Rivers State. The study adopted a cross-sectional survey research design. The population of the study comprised of 10 fast moving consumer goods distributors in Rivers State. The entire population was adopted as the sample size for the study using census technique. However, 30 copies of structured questionnaire were distributed to 3 respondents in each of the 10 fast moving consumer distributors under investigation. 25 copies were retrieved and used for the analysis. The Pearson product Moment Correlation was used to test the hypotheses. The findings of the study revealed a significant and positive relationship between brand recall and Customer devotion. The study also revealed that brand recall positively correlated with repeat purchase rate, word-of-mouth (WOM) and customer retention. The study concluded that brand recall enhances Customer devotion of fast moving consumer goods firms in Rivers State. It was recommended that fast moving consumer goods distributors that want to increase their customers' loyalty should be more creative, proactive and innovative with their brand strategies.

Keywords: Brand recall, Customer devotion, repeat purchase, word-of-mouth, customer retention.

Introduction

In a modern business environment, the product is regarded as the most important element of marketing (Kotler & Armstrong, 2015). Therefore, the use of branding helps companies to draw consumers' attention to their products/services. However, trademarks have great influence on consumer's decision concerning the purchase of consumable products. Brands aid consumers to take precise decision in the process of selecting products (Aaker, 1997). Brands are valuable and intangible assets that offer, a number of benefits to customers and firms need to manage it prudently, they make consumers have confidence in what they buy that they will not make mistake when purchasing goods or services. Also, the effectiveness of a brand depends on the functional needs of the buyer, as a result when a consumer is satisfied with the use of a brand, gradually he or she becomes loyal. Thus, the accomplishment and ceaseless hard work in that direction makes it possible. A brand should be noticeable to customers, which is related to its awareness; this is related to the customer's

ability to recall previous relationship with the brand” (Kotler & Pfertch, 2007). A brand is “a name, term, design, symbol or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association, 2017).

Brand recall is an essential element found to influence the information that a customer hold towards a brand and the same can lead to the loyalty among customers. The awareness established on the basis of the recall of the brands has a control on the aim of the customers to buy the brand and timeliness leads to customer’s loyalty as it also creates an encouraging effect within the relationship (Chi et al, 2009). Brand recall therefore has the ability of increasing brand market performance. These insights demonstrate that brand recall is an important contributor to the purchase decision of consumer and also brand recall play an important role in generating loyal customers. Customers on the other hand are central to every marketing activity all over the world. Profit is not unthinkable without customers. Moreover, companies incur millions of dollars to attract customers and make them royal. With the intense competition and increasing globalization of marketing, thus, building dependable Customer devotion has become a critical strategy for business organizations. Businesses thrive by acquiring and growing customers, as a result, customers are one of the reasons we build factories, hire employees, schedule meetings, or engage in any business activity” (Kotler & Keller, 2012). In addition, while consumers select a product, they tend to care about perceived quality with a cue from their past experience from brand recall. Perceived quality helps consumers to have a subjective judgment on overall product quality that makes a product hold a prominent differentiation and becomes a selective brand in consumers’ minds (Aaker, 1991). However, business owners are striving to build Customer devotion and remain relevant in the business space. Some studies suggest that the cost of attract in a new customer is more than five times of maintaining a loyal customer (Reichheld & Sasser, 1990; Barsky, 1994).

Again, organizations are determined to ensure the satisfaction of customer needs and wants the more efficiently and effectively fulfilled than competitors (Kotler, 1988). Consequently, as business environment becomes more competitive, technology, infrastructure and access to information around the globe has made it very complex and consumer preferences keep changing because of the low switching cost in the market, therefore, business organizations have to increase their resources with attention focused more on attracting and retaining its customers. Based on the foregoing, positive and predictive associations between brand recall and Customer devotion can be envisaged as the aim of this study in investigating the relationship between brand recall and Customer devotion of fast moving consumer goods in Rivers State.

Purpose of the Study

This study investigated the relationship between brand recall and Customer devotion of fast moving consumer goods in Rivers State. Specifically, the study examined the:

1. Extent to which brand recall relate with repeat purchase rate.
2. Extent of the relationship between brand recall relate with word-of-mouth.
3. Extent to which brand recalled relate with customer retention.

Research Hypotheses

Based on the purpose of the study, the following hypotheses were developed.

H0₁: There is no significant relationship between brand recall and repeat purchase rate

- H₀₂: There is no significant relationship between brand recall and word of mouth
H₀₃: There is no significant relationship between brand recall and customer retention.

Conceptual Framework of the Study

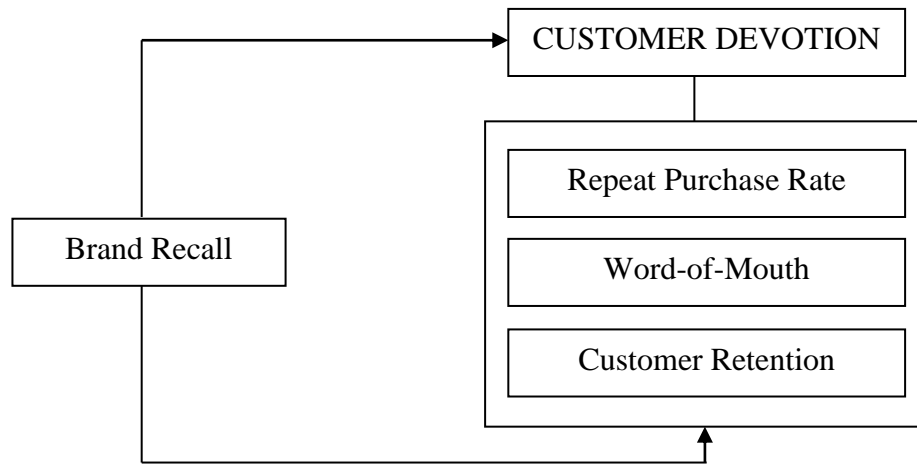


Figure 1: Conceptual Framework showing the Relationship between Brand Awareness and Customer devotion of Fast-Moving Consumer Goods in Rivers State.

Sources: Zaif, A., & Alma, E.C. (2008), Nyarko, I. K., Agyeman-Duah, O., & Asimah, V. (2016), and Kukreti, A. & Khanna, S. (2020).

Literature Review

Theoretical Review

This study adopted two baseline theories. These are the Utility theory and classical text theories.

The Utility Theory

Utility theory also known as consumer behavior theory was first proposed in 1736 by the famous Swiss Mathematician Daniel Bernoulli in the 18th Century to analyze the attitudes of decision makers. The theory serves as a normative guide in helping decision makers codify their preferences and also help them discover and determine their preferences between complex alternatives. Bentham, (2004) opines a standard model of motivation is that a person has a desire Y, and if they believe that by doing act X; they can achieve Y, then (there is no barrier to doing X to achieve desire Y). The most well established approach to this problem is rational choice theory, which prescribes the most effective way to achieve a given desire.

Utility is the ability to satisfy' (eliminate) human needs of goods and services. Bentham, (1978) defines utility as the action in which goods give superiority pleasure, goodness or happiness to the beneficiary. The utilitarian philosophers, Bentham, Mill & Sidgwick, (2004) did put forward substantive rules that can be treated as rules of rationality. Alternatively, they proposed that people ought to desire those things that will maximize their utility, where positive utility is defines as the tendency to bring pleasure, and negative utility is the tendency to bring pain. The individual wants to maximize pleasure and minimize pain in making purchase decisions in the market place. Utility theory is interested in people's preferences or values and with the assumptions about a person's preferences that enable them to be represented in numerically useful ways. Accordingly, the utility of a thing to a person at a time is measured by the extent to which it satisfies the consumer's wants. Also, utility

theory influences the desire of a customer of a particular good or service and achieving that desire without any obstacles or barriers. Hence, the underlying belief behind this theory is that consumers while dealing with firms, they make rational choices in terms of which firms' goods or services will meet the most of their utility or satisfaction. The individual consumer is seeking satisfaction or fulfillment, sense of belonging, happiness and enjoyment when executing with companies and their offerings. Kapteys (1985) reinforced the importance of the utility theory when he opined that, consumers acquire products and services that tends to produce benefits, pleasure and quality etc. this point is in line with the assertion of Bentham, (2004) that the essence of consumption is to maximize utility or satisfaction.

Furthermore, utility theory is built on the foundation that, in making decisions an individual consumer should try to enhance his satisfaction or utility. Thus, the consumer as a decision maker who chooses between different offerings related with risks and benefits by comparing the expected satisfaction or utilities. The relevance of this theory to the present study is that, consumer purchase decision in the market place is associated with ability to recall the brand, purchase the brand repeatedly, this belonging to loyal to the firms offerings such brand.

Classical Text Theory

Classical test theory adopts the added value concept. De Chernatony & MacDonald (2003) postulated that a brand as an identifiable product, service, person or place is augmented in such a way that the buyer or user perceives relevant, unique added value which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition. One of the functions of a brand is that it is an identifier of products and services which can be differentiated from other products and services of the same class.

Aaker (1991) opines that brand knowledge serves as a protector for both the manufacturer and consumer. On the other hand, Schmitt (1991) posits that a brand should not just be an identifier. Schmitt further suggests that while a good image and name is significant it delivers experience important to be viewed as an identifier where the logo, slogan, names forms a particular image and recognition for the consumer provide consumer affective, sensory, lifestyle and create relation with the branding support Kotler & Armstrong (2004) also sees a brand to be beyond an identifier. It represents consumer's positivity and emotional attachment to the product. The next step is "brand response" where the proper customer response to the brand identification and meaning are elicited (Keller, 2003). The step is achieved with the 'judgments' and 'feelings' building blocks, and answers the question, where brand response is converted to an intense, active loyalty relationship between customers and the brand (Keller, 2001). Keller's theory provides guidance in building, measuring and managing brand equity. Keller claims that the model can be applied in a B2B context and a consumer environment (Keller, 2003). Based on this study, added values can enhance consumer brand recall and consequently engenders Customer devotion.

Concept of Brand Recall

Brand recall refers to how sound a consumer recalls a brand when given a certain clue (Prashar et al., 2012). Brand recall is the replication of some targeted item/brand for which consumer has pre-information or involvement (Bagozzi & Saik, 1983). Brand recall can be aided or unaided. When a consumer is given a brand name in the form of advertisement, it indicates to aided recall, when an unbranded advertisement is given to the consumer to know the name of the brand, it refers to unaided recall. The dual-process theory claims that brand

recognition is a sub process of brand recall.

Brand recall as defined by Prashar et al., (2012) is the extent to which consumers remember advertising and other messages that have been sent about a brand. It is a type of brand awareness where the consumer recognizes or identifies a brand, using data from memory. Brand recall is the customer's cleverness to recall a brand when some cues related to the brand is given, requiring that consumers accurately generate the brand from memory (Baumann, Hamin & Chong, 2015). The importance of memory cannot be ignored when we think about recalling a brand as memory factors help in recovering the brand and the other competing brands and thus making a deliberation set for the consumer to make the final purchase. For well-known brands, Aaker (1996) proposed that brand recall and top-of-mind awareness can be more substantial and meaningful. Operationally, when a prompt is provided, and the customer retrieves the target item from the memory that is a brand recall.

Brand recall is based on the data that is stored in the memory of the consumer that the consumer can retrieve when the signal is given. The brand that can create image and personality correctly in the minds of the consumer has a better chance of revoking recall, and for various classes, brand recall is enough for creating sales. It has been long before confirmed a study by Wilson (1981) that the higher the brand in the memory of the consumer greater the chance of it being considered for purchase and then, actually purchased. In the modern world, customers highly rely on their recall ability when making a purchase decision due to the lack of time accessible to absorb the other marketing efforts (e.g., advertising on television, etc.) of the marketer (Prasharet et al., 2012). When the choice for purchase has to be made at home, recall as the level of learning is important as the choices are not physically present. Brand consideration is very important for brand retrieval. The brand retrieval refers to the ability of the consumer to recall the brand from the memory to be included in the consideration set for making a purchase decision.

The brands that are recalled easily are favorably evaluated by the consumer (Labroo & Lee, 2006), and therefore have a high chance of being purchased. The increase in the brand awareness leads to better recall of the brand at the point of purchase, so companies should concentrate on increasing their brand awareness. When the consumer can recall the brand while making a purchase decision, it is called brand recall without priming. Similarly, consumers prefer to purchase those brands, which portray higher recall due to the sponsorship of the events (Biscaia, Correia, Rosado, Ross & Maroco, 2013; Biscaia, et al, 2014). The consumers with high brand recall are more inclined to purchasing the brand (Lu, Chang & Chang, 2014; Ndlela & Chuchu, 2016). It is assumed that under brand recall, consumers go through the purchase decision process before they make the purchase.

Concept of Customer devotion

Customer devotion is one of the oldest and most studied issues in marketing discipline. This is largely so because it is a very crucial matter for organization's growth, productivity and profitability. It has been proven by marketing scholars that Customer devotion leads to favorable events for the company's brand: sales growth, resource usefulness, high market share, etc (Kumar & Shah, 2004). Customer devotion is a valuable asset to the organization especially in a highly competitive business arena, so it is imperative to understand the dynamics behind Customer devotion and how to implement effective and prompt strategies that will sustain it in a long term. Organizations need to retain existing customers while targeting new customers. The measure of Customer devotion provides an indication of how

successful the organization is at providing products or services to the marketplace, (Adiele & Opara, 2014) with a tendency to create loyal customers for retention and repeat purchase behavior. Customer devotion is measured at the individual level; and also at an aggregate level.

Customer devotion is the customer's commitment to transact business with an organization which results to a continuous purchase from that organization. Customer devotion is the central thrust of all marketing efforts. However, the financial returns of many loyalty efforts fail to meet expectations. Even though the concept of Customer devotion has been debated for tenths of years, the mixed returns of loyalty hard work still stem in part, from divergent theoretical and operational approaches, such as the varied use of attitudinal loyalty without behavioral loyalty or the use of modified word-of-mouth measures as proxies for Customer devotion. Alternatively, loyalty incentives are additional extrinsic enticements meant to encourage repeat patronage. Furthermore, Customer devotion is the definitive objective of building powerful brands for firms. It means consumers purchase only one brand as their preferred choice (Clow & Baack, 2014).

Loyalty is an idea that goes beyond repeat purchase (Beerli et al., 2004). Tuu et al, (2011) state that Customer devotion is a cumulative construct that includes both the act of consuming (action loyalty) and expected consumption (future repurchasing). Yoo & Donthu (2001) show in their research that Customer devotion specifies the motivation to be loyal to a brand, and it is established when consumers choose a brand as their first choice. One of the roles of advertising is to boost consumers to be loyal to the brands with which they are familiar. Aaker (2014) divides evidence of loyalty towards a brand into five levels: The first level is non-loyal buyers, who are sensitive to the price and switch easily to use other brands. The second level is satisfied customers, who habitually purchase the brand. The third level is satisfied customers with switching costs, i.e. the loss of time, money, acquired loyalty advantage, and the performance risks associated with switching to another brands. The fourth level is customers who truly like the brand, based upon associations, such as a symbol, positive user experiences, or a perception of high quality. The fifth level is committed customers, who are bound to use the brand that expresses their personalities, and they recommend the brand to other customers. These will bring the benefits to the companies by enabling them to maintain existing customers and capture new customers and help reduce the cost of advertising and promotion (Carroll & Ahuvia, 2006; Berger, 2014). In this present competitive and online-channel business environment, in which substituting costs are low and customers can compare several offerings and price levels more clearly, Customer devotion progressively seem to be more tough to achieve (YouGov, 2018). Still, Customer devotion often is viewed as one of the key outcomes of an effective customer relationship management programs.

According to a recent empirical study, consumers move from one loyalty stage to another over time, and marketing actions can be used to influence this process (Ngobo, 2017). Customers are crucial to all types of businesses. It is distinct that the customer is the only source of the companies' present profit and future growth. Hence, creating loyal customers is at the core of every business (Keller & Kotler, 2012). Bhat&Firdous (2017) loyalty is "a favorable attitude for a brand manifested in repeat buying behavior". Customer devotion has an important role in a company, preserving them means improving financial performance and maintaining the possibility of the company, this is in line with the opinion that retaining a

customer is less expensive than to attract a new one, due to less sales and marketing costs". It becomes the main field for a company to attract and retain them. The company strives to create associations with customers through the provision of good service to its customers. Loyal customers usually establish a stable relationship with an organization compared to non-loyal customers.

Measures of Customer devotion

Customer devotion is the foundation of brand management a company uses to test the weakness or strength of its loyal customers; it can easily check whether consumers still favors its product in contrast to competitors. Customer's loyalty is essential for various companies due to its important role in creating sustainable competitive advantages (Jiang & Zhang, 2016; Wu & Ai, 2016). It has been observed that studying customer's loyalty is vital due to its implications. Marketers consider customer's loyalty as an important marketing outcome that needs further and regular examinations. The measures of Customer devotion for this study are repeat purchase rate, word-of-mouth and customer retentions.

Repeat Purchase Rate

Repeat purchase has become a critical factor in marketing especially in the luxury goods market. Repeat purchasing not only saves costs (as opposed to attracting new customers), but increases sales as well. Both past and current researchers have been keen in investigating what drives consumers to repeat their purchases. It also refers to when customers buy from a business again after they have already made a purchase. A consumer typically decides to undergo a repeat purchase when he/she is normally satisfied with the brand and is in the last stage of post purchase behavior of the consumer buying process. (Kotler & Armstrong, 2016).

According to Anderson & Mittal, (2002) there is a dependent link between how well the product attributes perform against customer satisfaction, thereby enhancing customer experience and likely leading to a repeat purchase. In (Zhang et al, 2002) evaluation of the research in which product attributes are used as a basis of evaluation regarding purchase intention. Product attribute has mostly been an important indicator for a consumer's purchase intention. Consumers make purchasing intentions without much contemplation, also established that consumers are driven unconsciously to support the repeat purchasing of the same brand based on their past consumption experience. In other words, consumers have a positive effect on the repeat purchase as they will be more likely not to switch to other brands. Consumers tend to maximize overall benefits and minimize overall costs from their purchasing behavior by considering a range of target objectives (Petersons & King, 2009).

Also, consumers develop inertia because of familiarity, saving time, cost and minimal differences between alternate brands (Anderson & Srinivasan, 2003; Liu et al, 2007). Familiarity occurs when consumers get more and more familiar with the brand by supporting it, in order to avoid uncertainty in choosing alternate brands. Some consumers are also reluctant to spend time and money to get accustomed to the new brands, thus, developing inertia. The reason goes for minimal differences in brands where consumers tend to repeat their purchase unless there are noticeable differences in alternatives provided by competitors. Customer's satisfaction is essential because it is a determinant factor to repeated purchase intentions. Repeat purchasing not only saves costs but improves sales as well (Hussain, 2017). According to Srinivassana et al, (2002), loyal customers are mainly reflected by their

intention to repeat purchase.

Word-of-Mouth (WOM)

Word of mouth (WOM) or consumer to consumer interaction has attracted the keen interest of marketing practitioners and scholars respectively. Also, global marketers have learned that word-of-mouth is a powerful information source in developing countries. Credibility is the first characteristic that makes word-of-mouth a powerful force in the market (Rajan et al, 2016). It is known that consumers engage in a search for information by the time they want to purchase a product or a service, thus consumers tend to ask people who have already experienced or tried the product/service. Research indicates that the credibility of personal sources encourages people to use the product or service in question because the sources are perceived as being credible or knowledgeable on a specific topic (Silverman, 2001). Word-of-mouth is considered communication about products and services between people who are identified to be independent of the company providing information about a product or service, within a means perceived to be independent of the company. Word-of mouth is initiated by a third party and transmitted distinctively in a way that is independent of the product or seller. Word-of-mouth is also more reliable than a salesperson (Ogden, 2001).

Gildin (2022) defined word of mouth as a form of communication among consumers based on their personal impressions and experiences of a product or service. Also, Hennig et.al, (2004) defined word-of-mouth as any positive or negative statement made by customers' experiences about a product or company, which is made available to a mass of people and institutions using the internet. Word of Mouth (WOM) can also be clear as the process of communication between two non-commercial people and without benefit in the business they are talking about. More so, the emotional connection that a consumer has with a product can be a good predictor of how many people he/she will tell about an experience (Rosen, 2000). It is believed that the more attachment individuals have with a product the more people they will share their experiences with it. Word of Mouth stands out as a highly trusted information source. Word-of-mouth assists in attracting new customers which is essential for a firm's long term economic accomplishment (Hennig-Thurau et al., 2002).

Accordingly, White House Office of Consumer Affairs (2013) revealed that each satisfied customers tells nine or ten persons about their happy experiences and 13% of dissatisfied customers tell more than 20 persons about the company's products. Thus, the qualities of the service that customers receive (Aydin & Ozer, 2005) as well as the quality of the relationship they have with a firm (Wong & Sohal, 2002) are often seen as antecedents to positive customer outcomes.

Word of mouth is the way of sharing ideas, believes and experiences among each other. Always share a truthful idea, and also create positive word of mouth. Word of mouth is one of the amazing and powerful marketing strategies which require no money but works very affectively on any kind of businesses also; has become a competitive advantage for firms. It is quite difficult but, comes from the inner emotion pf a satisfied customer and creates a positive impact on others and for the business at large. Communication is an easy mode to express your point of view, opinion, thoughts, agreement or disagreement and this builds up the informal communication which word of mouth is part of.

Retention

Customer retention is one of the topics that are broadly discussed in marketing philosophy; it is vital for business progress (Kumar et al., 2017) and in most cases, is regarded as an indicator, of acquisition for performance and productivity, (Degbey, 2015). Companies in a variety of sectors have increasingly started to manage customer's churn proactively, generally by detecting customers at the highest risk of churning and targeting retention efforts towards them (Ascarza, 2018).

Customer retention has drawn a great deal of interest from scholars and business practitioners in the past few decades (Becker & Jaakkola, 2020) and it plays a key role for firms in creating a sustainable competitive advantage and also building first-rate customer relationships. Thus, it is a fundamental element for firms' success in both online and offline vendors. Successfully designing and providing customers with an advantageous experience has become a central priority for marketing theory and practice that will have an effect in the future and existing customers, transforming them into retainable customers (RC) and helping them remain loyal for a longer period of time, and provide more competitive positions in their business life. Companies that simultaneously do well and innovative are rewarded with more positive customer attitudes and higher levels of customer retention (Van Doorn et al., 2017). Retention is an evidence of a customer's willingness to remain with a particular company's service or products and is useful to measure Customer devotion. Managers can make suitable service improvement plans even with limited resources and once the improvements are duly implemented, the service might get higher user retention in the near future. Osakwe and Anaza (2018) shows the use of both traditional and digital marketing resources is associated with higher organizational.

According to Robert (2017), the easiest way to grow your business is not to lose your customers. Because retained customers keep on re-purchasing, acquiring the new services and referring the services to their inner circle compared to the other customers (Griffin & Lowenstein, 2001; Peppers & Rogers, 2011). Also, Honts & Hanson (2011) argue that retaining customers improve profitability by reducing cost incurred to acquire new customers. Sharmeela-Banu, *et al* (2013) further opines that retained customers are more loyal as a result of incentives or value created for them.

Empirical Review

Brandao et al, (2015) conducted a study on the influence of product recall and Customer devotion. To investigate the hypotheses a factorial experiment (between-subjects) was undertaken with 360 undergraduate students in São Paulo, Brazil. The independent variables were type of product (automobile or condom), product brand (weak/little known, or strong/well known) and recall (no recall, a mild recall or a serious recall); the dependent variable was loyalty. The analyses were carried out by way of a general linear model (GLM) to check the association between the study variables. The results suggest that: (i) recall has an impact on loyalty to the brand; (ii) the seriousness of the recall has an impact on different levels on loyalty towards strong brands when compared with weak brands; and (iii) the impact of the recall on brand loyalty is more negative in products where there is less purchase involvement.

Memon, *et al*, (2016) conducted a study on the impact of brand recall on customer purchase intention. This study also analyzes customers brand recall and its elements including brand

awareness, brand association, and brand recognition. It identified the relationship between the dependent and independent variables. The primary data was collected through questionnaire and for analysis purpose SPSS software was used. The study samples of 400 respondents were collected and tested and the reliability of the model. The result of the study indicates that brand recognition and association have a positive impact on the customers purchase intention. Customers mostly buy and prefer those products which they recognize and have some positive association or link with that brands.

Sheeraz *et al*, (2018) carried out a study that examined the impact of the two properties of brand awareness, i.e., brand recall and brand recognition on actual purchase of the consumer also testing the moderating effect of price consciences in the relationship between brand recognition and actual purchase. The results revealed that brand recall and recognition have positive relation to actual purchase. No moderating effect of price consciousness was found. The study not only adds to knowledge but is also important for managers in developing their strategies for the right fit between the brand recall and brand recognition being equally.

Sulibhavi *et al*, (2022) investigated on the study exploration of brand recall and recognition and its effect on customer's loyalty for private label brands in Kamataka. The study investigated with the objective to analyze the influence of brand recall and brand recognition on customer's loyalty and the influence of brand recall on brand recognition. It included 126 valid responses and used liner regression as a statistical tool. The result showed that the was an influence of brand recall and brand recognition on customers loyalty and the brand recall showed significant influence on brands recognition in study area. Deenor and Ebikise (2019) investigated the relationship between brand awareness and customer satisfaction of deposit money banks in Rivers State. From the analysis it was found that brand awareness has positive and significant relationship with customer satisfaction through customer commitment, referral and advocacy. But non of these studies investigated the link between brand recall and Customer devotion of fast moving consumer goods in Rivers State. Thus, we hypothesized that:

H0₁: There is no significant relationship between brand recall and repeat purchase rate

H0₂: There is no significant relationship between brand recall and word of mouth

H0₃: There is no significant relationship between brand recall and customer retention.

Methodology

The study adopted a cross-sectional survey research design. The population of the study comprised of 10 fast moving consumer goods distributors in Rivers State. The study adopted the entire population as its sample size using census technique. Thirty (30) copies of structured questionnaire were distributed three (3) respondents in each of the 10 fast moving consumer goods distributors under investigation. The hypotheses were tested using the Pearson Moment Correction Coefficient at a 0.05 level of significance.

Decision Rule

Reject the null hypothesis (H₀) if $PV < 0.05$ for 2-tailed test and conclude that significant relationship exists.

Table 1: Pearson Coefficient Correlation result on the relationship between Brand Recall and Repeat Purchase Rate

Correlations		Brand Recall	Repeat Purchase Rate
Brand Recall	Pearson Correlation	1	.813**
	Sig. (2-tailed)		.000
	N	25	25
Repeat Purchase Rate	Pearson Correlation	.813**	1
	Sig. (2-tailed)	.000	
	N	25	25

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

Table 1 above shows the Pearson Correlation Coefficient ($r = 0.813^{**}$), this value is high, implying that a strong relationship exists between brand recall and repeat purchase rate. The positive sign of the correlation coefficient indicates a positive relationship. That is to say that an increased in repeat purchase rate is associated with the ability for the customer to recall the brand. As shown in the table, the probability value is $(0.000) < (0.05)$ level of significance; hence the researcher rejected the null hypothesis and concluded that there is a significant relationship between brand recall and repeat purchase rate.

Table 2: Pearson Coefficient Correlation result on the relationship between Brand Recall and Word-of-Mouth

Correlations		Brand Recall	Word-of-Mouth
Brand Recall	Pearson Correlation	1	.913**
	Sig. (2-tailed)		.000
	N	25	25
Word of Mouth	Pearson Correlation	.913**	1
	Sig. (2-tailed)	.000	
	N	25	25

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

Table 2 above shows the Pearson Correlation Coefficient ($r = 0.913^{**}$), this value is very high, implying that a strong relationship exists between brand recall and word of mouth. The positive sign of the correlation coefficient indicates a positive relationship. That is to say that an increased in word of mouth is associated with the ability for the customer to recall the brand. As shown in the probability value is $(0.000) < (0.05)$ level of significance; hence the researcher rejected the null hypothesis and concluded that there is a significant relationship between brand recall and word-of-mouth.

Table 3: Pearson Coefficient Correlation result on the relationship between Brand Recall and Customer Retention

Correlations		Brand Recall	Customer Retention
Brand Recall	Pearson Correlation	1	.943**
	Sig. (2-tailed)		.000
	N	25	25
Customer Retention	Pearson Correlation	.943**	1
	Sig. (2-tailed)	.000	
	N	25	25

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

Table 3 above shows the Pearson Correlation Coefficient ($r = 0.943^{**}$). This value is very high, implying that a strong relationship exists between brand recall and customer retention. The positive sign of the correlation coefficient indicates a positive relationship. That is to say that an increased in customer retention is associated with the ability for the customer to recall the brand. The probability value is $(0.000) < (0.05)$ level of significance; hence the researcher rejected the null hypothesis and concluded that there is a significant and a positive relationship between brand recall and customer retention.

Discussion of Findings

The results deduce from the analysis reveal that brand recall has a well-built connection with Customer devotion. The assertion aligns with quite a lot of empirical studies across different environment and demographic contexts. Kameswara, (2015) who reported that brand awareness impacts customer satisfaction with respect to price, size, and quality. Also, Hamed *et al*, (2016) reported that brand loyalty has a positive impact on customer satisfaction.

Conclusion

In view of the result of the findings which are in line with extant literature. Therefore, this study therefore concluded that brand recall has a positive and significant relationship with Customer devotion of fast-moving products in Rivers State.

Recommendation

It therefore recommended that fast-moving consumer goods firms should be more creative, proactive and innovative with their brand strategies in other to build a long-term relationship with their customers

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