

PRODUCT INNOVATION AND CONSUMER PATRONAGE FREQUENCY OF BEER BRANDS IN ANAMBRA STATE OF NIGERIA

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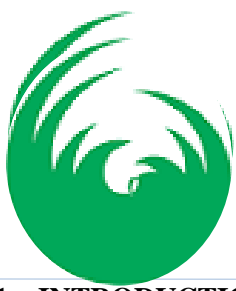
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Abstract: This study examined the influence of product innovative activities on consumer patronage of among consumers of beer brands in Anambra State of Nigeria. The study examined the extent to which product innovativeness of selected beer brands as regards to improved product quality, packaging, design, and brand taste as well as product size influence consumers to be patronizing beer brands. The study adopted a positivistic ontology and used a cross-sectional survey research design method. The target population of the study comprised the consumers of beer in Onitsha, Awka and Nnewi areas of Anambra State of Nigeria. The sample size for the field survey was 320 while a convenient sampling technique was adopted. Data were primarily sourced while the questionnaire was the research instrument used for the survey. The reliability of research instrument was established for internal consistency using Cronbach alpha correlation as well as composite reliability. The formulated hypotheses were tested using partial least squares structural equation modeling. The study found that improved product quality had a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria. The study also discovered that improved product packaging had a significant and positive influence on consumer patronage frequency of beer brands. Improved product design had a significant and positive influence on consumer patronage frequency of beer brands. The finding revealed that improved brand taste had a significant and positive influence on consumer patronage frequency of beer brands. The study found that improved product size had a significant and positive influence on consumer patronage frequency of beer brands. The study recommended among others that beer manufacturers and managers should continue to make their brands attractive to consumers in order to earn more patronage. Manufacturers should also invest more on product innovation strategies: improved product quality, packaging, design, taste and size for improved consumers' patronage of beer brands in Anambra State in Particular and Nigeria in general.

Key words: Product Innovation, Consumer Patronage Frequency, Beer Brands, Nigeria



1. INTRODUCTION

Product innovation is the creation and subsequent introduction of a good or service that is either new or an improved version of previous goods or services. Slavova (2014) states that product innovation is the implementation of a new or significantly improved product or process, a new marketing method, or new organizational method in business practices, workplace, organization or external relations. The word innovation is derived from Latin word “nova” which means “new”. Okpara (2012) defines product innovation as the process by which new products and techniques are introduced into the economic system. Product innovation entails something that is novel and different or possession of some elements of novelty (Awan & Zuriat-ul-Zahra, 2014). Product innovative companies aim to create new markets in which they can be sole and monopolistic producers so as to gain competitive advantage (Mitchell, 2018). Product innovation encompasses improvement or enhancement of already existing products or creation of different products. Incremental innovation is very important because it allows changes in response to consumer demand in more differentiated markets (Noteboom, 2009). Okpara (2012) maintained that the focus of product innovation is to create and retain customers. Innovative firms launch new or improved products into the markets. Undoubtedly, successful development of new products or modifications of existing products continue to be a critical business activity in order to create or maintain consumer patronage frequency (Monset & Ismail, 2012). Pertinently, because of high competition rate in Nigeria with special reference to Anambra State, Nigerian Breweries Plc. has engaged in products innovation and innovative activities in order to gain more market share and remain competitive. Importantly, food and beverage industry in Nigeria has witnessed the innovativeness of Nigerian Breweries

products for instance in Star lager beer, Gulder lager beer, Legend extra stout, Heineken lager beer as well as Life lager beer. Notwithstanding that different consumers adopt different brands of beer brands to satisfy their needs of alcoholic beverage in Anambra State and it is strategically important to ascertain the level to which product innovation influences consumer patronage of beer brands in Anambra State of Nigeria.

Indisputably, product innovation is one of the veritable means of gaining market share, competitive advantage as well as profitability by business firm (Brentani, Klein Schmidt & Salomo, 2010; Eggert, Thiesbrummel & Dentscher, 2014). Awan and Zuriat-ul-Zahra (2014) maintained that in this contemporary period of stiff competition, innovation is one of the strategies by which business or firm survives, gain competitive advantage and earn consumer patronage. Besides, there are many brands of beer products currently competing for market share and competitive advantage in Anambra State of Nigeria but the focus of this research is on Nigerian breweries beer category. The reason is because Nigerian Breweries Plc. have the highest capital base as well as highest market share in Brewery industry in Nigeria. Notwithstanding that Awan and Zuriat-ul-Zahra (2014) maintained that innovation play an important role in changing consumer behaviour, consumer purchasing habits and improving the standard of living of the consumers. Unfortunately, based on available literature reviewed, it appears that there is no documented empirical evidence that has addressed this research concern in Anambra part of Nigeria. In addition, it is a known fact that Nigerian Breweries Plc. has invested, engaged as well as executed many products’ innovative activities but the extent to which their innovativeness influence consumer patronage frequency of beer brands needs to be investigated, measured and ascertained. This identified research gap needs to be filled in order to broaden the literature on innovation and



patronage and also contribute to knowledge. Therefore, this research is an attempt to close the research gap by empirically investigating the influence of product innovation on consumer patronage frequency of beer brands produced by Nigerian Breweries Plc. using Anambra State of Nigeria as area of reference.

Objectives of the Study

The main objective of this work is to investigate the influence of product innovative strategies of Nigerian Breweries beer brands on consumer patronage frequency in Anambra State of Nigeria.

The specific objectives of the study were to:

1. Ascertain the influence of improved product quality on consumer patronage frequency of beer brands in Anambra State of Nigeria.
2. Determine the influence of improved packaging on consumer patronage frequency of beer brands in Anambra State of Nigeria.
3. Assess the influence of improve product design on consumer patronage frequency of beer brands in Anambra State of Nigeria.
4. Evaluate the influence of improved brand taste on consumer patronage frequency of beer brands in Anambra State of Nigeria.
5. Investigate the influence of improved product size or content on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Research Questions

The following research questions were raised in the study:

1. To what extent does improved product quality influence consumer patronage frequency of beer brands in Anambra State of Nigeria?
2. To what degree does improved packaging influence consumer patronage frequency of beer brands in Anambra State of Nigeria?

3. To what level does improved product design influence consumer patronage frequency of beer brands in Anambra State of Nigeria?
4. To what dimension does improved brand taste influence consumer patronage frequency of beer brands in Anambra State of Nigeria?
5. How far does improved product size/content influence consumer patronage frequency of beer brands in Anambra State of Nigeria?

Significance and Scope of the Study

It is expected that the findings of this study would be beneficial to management as well as other stakeholders of Nigerian Breweries Plc., beer consumers and customers, future researchers and marketing practitioners. The study is expected to consolidate and bring more insights in relation to influence of product innovation on consumer patronage frequency of beer brands in Nigeria. The study is expected to be a source of reference materials for future researchers on the same or related subject matter. The findings of the study are expected to be of immense benefits to the manufacturers and marketers of beer brands in Nigeria. The findings of this study will also help Nigerian Breweries Company and other stakeholders in the Brewery industry to know the true positions of their respective innovative strategies concerning their various products as well as the demonstration of the extent these innovativeness influence consumer patronage of their products.

In addition, the subject scope of this study focused on the influence of product innovation on consumer patronage frequency of beer brands in Anambra State of Nigeria. The study concentrates on ascertaining the degree or extent to which improved product quality, improved product packaging, improved product design, improved brand taste and improved product size influence consumer patronage of beer brands. The Nigerian breweries products under review in this study are as



follows; Star lager beer, Gulder lager beer, Legend extra stout, Heineken lager beer and Life continental lager beer while their respective consumers formed the sampling unit for this study.

2. REVIEW OF RELEVANT LITERATURE

2.1: Product Innovation

Innovation is the implementation of new or significantly improved products or process, a new marketing method, or a new organizational method in business practices, workplace, organization or external relations (Slavova, 2014). Innovation is the driving force for all new product development. Innovation refers to as the systematic process of generating, evaluating, developing new product ideas, modifying existing ones and adopting those that are saleable and profitable in the market place (Okpara, 2012). Furthermore, to remain in business, companies need to modify or improve their products in response to the demands of their numerous consumers. Companies need to innovate so as to remain competitive and also to gain competitive advantage. Troff (2011) classified innovations on the basis of novelty for the company and the market. With reference to the firm, one of the goals of innovation is to improve performance by increasing demand or to reduce cost. Innovation has led to substantial economic benefits for the innovative company (Trott, 2011). Indisputably, innovation is key, cardinal and important to customer satisfaction and business profitability. Slavona (2014) maintained that new technologies embedded in new processes, products, new organizational approaches of business practice and new marketing methods create opportunities for increasing consumption level (Maryville, 2012). Similarly, innovation involves creating or modifying more effective and improved products, processes and ideas. Undeniably, any business that innovates tends to create more efficient work processes and also has better productivity and

performance (Baker & Sinkula, 2009). Innovativeness is the willingness to support creativity and experimentation in introducing new products and novelty, technological leadership and research and development in developing new processes (Lumpkin & Dess, 2011).

Furthermore, innovation is referred to as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs (Frankelius, 2009). This definition stems from marketing point of view and implies the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing. Edison, Ali and Torkar (2013) classified innovation as follows: inputs to the innovation process, output from the innovation process, effect of the innovation output, measures to assess the activities in an innovation process as well as availability of factors that facilitate improved process. Innovation champions approaches to market segmentation, pricing, brand management, packaging, customer relationship and communication, management, service level as well as operational activities. Kotler (2013) highlighted different types of innovation. Incremental innovation utilizes the existing technology and increases value of the products (features, design changes, etc.) within the existing or current market. Disruptive innovation or stealth innovation involves applying new technology or processes to the firm's current market. This new technology is usually more expensive and harder to use. Architectural innovation entails taking complete technology and applying it in a different market. This innovation may require modification in order to match the requirements of the new market. Radical innovation leads to the establishment of new firms through strict revolutionary technology.



Importantly, previous and extant studies have presented other dimensions of innovation. Market innovation concentrates on the identification of opportunities for modifications, inducing the actions requirements as well as monitoring the changes in the market place and so on. (Simmonds, 2016). It also takes into consideration the competitive activities in the market by modifying or coming out with improved products as well as improving the methods to market them. Obviously, market-oriented firms are more innovative because they appear to be more responsive to modifications as a result of customers' requirements (Narver & Slater, 2010). In addition, a good market innovative company concentrates and gives a comprehensive understanding of customers' needs as well as competitive situations (Tsai & Wensley, 2010). Nerver and Slater (2014) maintained that market-innovative firms develop and also respond by providing and marketing nice innovative products. Organizational innovation concentrates on initiating, developing, modifying and improving on various types of innovations such as improved product, technological, administrative, market as well as processes (Salavou, Baltas, Lioucas, 2014). Organizational innovation focuses on market orientation, product improvement, and technology advancement. Product innovation embraces the changes, modifications, development, testing as well as other product's features adaptation activities. Innovation can be developed or amended to comply with the needs of the consumers (Drury & Farhoomand, 2009).

Consumer Patronage Frequency

Consumer patronage frequency refers to the extent to which a customer exhibits repurchasing behavior. Consumer patronage is a predisposition to buy, displayed by consumers who are establishing brand loyalty (Yuen & Chen, 2010). It could also be when a consumer possesses a positive disposition toward product or brand and use the product when in need

(Gremler & Brown, 1999). Consumer patronage frequency is also synonymous with consumer choice or preferences, purchase intentions, brand patronage, willingness to pay a price premium for the brand, brand extensions as well as recommending the brand to others (Yoo et al., 2000). Consumer patronage is used to measure the behaviours of repeat customers and those that offer good brand ratings, reviews or testimonials (Kumar & Advani, 2009). Behavioural patronage represents repurchase behavior while attitude patronage means psychological commitment to a specific brand (Aaker, 1996). Consumer patronage frequency could be measured by the following; repurchase intention, price tolerance, recommending to others (Chaudhuri & Holbrook, 2001). Consumer patronage frequency can be seen as the commitment to repurchase a product and it also seen as the number of repeated purchases (Keller, 2003). Furthermore, it refers to the intention to purchase a product or brand as the first choice as well as the willingness to pay a higher price for a particular brand in relation to other alternatives (Yoo & Donthu, 2001). Consumer patronage can also be measured by the number of brands purchased, percent of purchases, and future purchase intention. When a consumer is satisfied with a brand, he or she purchases that particular brand continuously notwithstanding that the brand may change in quality, may have an increase or decrease in price or even alter in its features (Aaker, 1996).

Related Theory:

Resource Advantage Theory of Competition by (Hunt, Shelby & Morgan, 1996)

This theory stipulates that firms need continuous rather than occasional innovative activities to maintain their market position of gaining competitive advantage. The theory posited that the market success of product innovations is contingent on innovation intensity. The theory assumes that firms combine both tangible and



intangible resource since resource endowments confer competitive edge. Resource advantage theory takes the market position of a firm into account by providing the enabling environment on the side of raw materials with corresponding earning potential. The theory emphasized the possibility of takeover of any successful innovative firm by stating that once a company acquires superior performance through product innovation, it succeeds and has an edge over others. In addition, this theory provides a useful framework for explaining how resource are combined and applied in the right market segment to generate competitive advantages. This theory further confirms that innovation intensity can strengthen the positive products influences. This theory maintained that product innovation appeared to significantly influence consumer patronage frequency of new or improved products from product innovativeness. Therefore, this theory anchors this study on influence of product innovation on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Formulation / Development of Research Hypotheses

Product innovation encompasses the modification or the development of products or brands, making changes in existing product designs or even using new techniques as well as improving the production methods or procedures (Arue & Adiele, 2012). Indisputably, improved product quality is the driving force for all product modifications and development. Importantly, companies are into business to satisfy the aspirations and needs of the consumers by giving them improved product quality (Olimpia, 2015). Nevertheless, companies need to advance, improve and update their products in response to the demand of consumers hence, the need to put forward, new or improved product packaging and attractive designs. Brewery industries need to continually innovate and improve the taste of their respective brands so as to remain competitive in the market and also to have

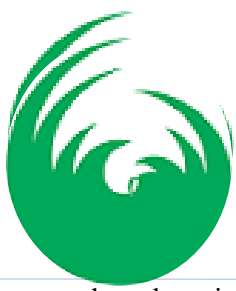
competitive edge. However, Nigerian Breweries Plc. is doing well and appears to have an edge over others as a result of product innovative activities. Notwithstanding that many companies strive to survive and to have competitive edge and greater market share. Improved product taste seems to have an effect on consumers' patronage. Innovative product size improves consumers' repurchase intentions. Innovative packaging facilitates impulse buying as consumers are easily attracted to newer or improved versions borne out of innovation (Shian, 2014). Improved product taste also influences consumers purchase intentions and behaviours. Specifically, In Nigeria for instance, Brewery industry has contributed greatly to the growth as well as development of Nigerian economy. Regrettably, notwithstanding that Nigerian Breweries Plc. has executed many product innovative activities in this contemporary era but the extent to which these product innovative activities have influenced consumer patronage frequency for beer brands needs to be measured and ascertained. Therefore, the alternative hypotheses are postulated to guide this study so that conclusion could be drawn based on findings of this study.

HA₁: Improved product quality has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

HA₂: Improved packaging has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

HA₃: Improved product design has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

HA₄: Improved brand taste has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.



H5: Improved product size/brand content has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

3. METHODOLOGY

The study adopted a positivistic ontology and a cross sectional survey research design method. The geographical area of the study is Anambra State in south eastern part of Nigeria. The selected beer brands produced by Nigerian Breweries Plc. namely; Star lager beer, Gulder lager beer, Legend extra stout, Heineken lager beer and Life continental lager beer were investigated in three major commercial cities of Anambra State namely, Awka, Onitsha and Nnewi. The target population of the study comprised the consumers of the selected beer brands under review. The population size was unknown because there is no database or sampling frame that specified the total number of beer consumers in those areas under survey. Therefore, Cochran formula was used to derive a sample size of 320 accessed using a convenience sampling technique. Primary data were sourced using the questionnaire. The questionnaire items were adopted from the previous studies and modified to suit the context of this study. The research instrument for the study was face validated by four research experts. In addition, the Likert 5-point scale was used to design the questionnaire ranging from strongly agree to strongly disagree as well as undecided. The average reliability alpha coefficient value of 0.718 as well as average composite reliability value of 0.735 proved the internal consistency of the research instrument and also made it

appropriate for this study. Furthermore, the average variance extracted (AVE) values ranging from 0.501 - 0.648 and thus confirmed the convergent validity among the constructs based on threshold as proposed by Hair et al. (2014) as shown on table 1.

In addition, four research assistants were employed for the field survey and only consumers of the selected beer brands who are 18 years and above formed the unit of analysis. Out of 320 copies of the instrument, 120 copies of the questionnaire were distributed in Onitsha, 100 copies of the questionnaire were distributed in Awka while the remaining copies were distributed in Nnewi. The rationale for using these three areas is because of high presence of beer consumers across the sales outlets in these geographical areas under survey. Also, different brands of beer are highly available there. In addition, Partial Least Squares Structural Equation Modeling (PLS-SEM) statistical technique was used to test the five formulated hypotheses of the study. Thus, the decision rule is to accept null hypothesis if the P-value is greater than 5% level of significance used as the benchmark for this study or to reject null hypothesis if the P-value is less than 0.05 the stipulated significant level and accept alternative hypothesis. In addition, the path coefficient should be equal to or greater than 0.20 to demonstrate its significance; the t-value should be ≥ 1.96 while the p-value should be ≤ 0.05 in order to be significant as proposed by (Wong, 2013).

Table 1: Reliability and Validity of the Instrument

Construct	Cronbach alpha	Composite reliability	Average Extracted	Variance
Improved product quality	0.721	0.801	0.648	
Improved product packaging	0.711	0.733	0.542	
Improved product design	0.743	0.735	0.501	
Improved brand taste	0.702	0.714	0.632	
Improved product size	0.707	0.710	0.528	



Consumer patronage frequency	0.723	0.717	0.642
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Source: PLS-SEM Algorithm output, 2022.

4. RESULTS

Assessment of the Structural Model

Out of 320 copies of the questionnaire distributed, only 291 valid copies (90.9% response rate) were used for analysis while 29 copies of the questionnaire representing (9.1%) were not returned for analysis. In addition, the formulated hypotheses were tested using partial least squares structural equation modeling technique (PLS-SEM). The study used the standardized root mean square residual (SRMS), the root mean square residual covariance (RMS_{theta}) as well as normed fit index (NFI) as the measures for the assessment of PLS-SEM goodness of fit. Their results indicated that the SRMR value is 0.023, RMS_{theta} value is 0.0301 and the NFI value is 0.918 which demonstrated a well-fitting model. This shows that the model is well fitted with the data used and in addition, the benchmark for acceptance of the fitness of

the model for the study was met. The R²ie the coefficient of determination measures the total variance explained in the endogenous construct as a result of changes in the exogenous variables in the model used. The model accounted for the positive significant variance of 0.733 (73.3%) for consumer patronage frequency. This R² value portrayed the substantial power of the exogenous constructs to explain the endogenous construct and it is above the benchmark 0.75, 0.50 and 0.25 for substantial, moderate and weak respectively as stated by (Hair, Hult, Ringle, & Sarstedt, 2017). Furthermore, the significance of the structural model was assessed based on the values of the path coefficients, t-values and the p-values. Table 2 shows the PLS-SEM bootstrapping results for the test of hypotheses formulated to guide the study.

Table 2: Bootstrapping result of the structural model and path analysis

Hypo-Theses	Hypotheses paths	Path coefficient	T-value	P-value	Decision
H1	Improved product quality -> patronage	0.780	13.118	0.000	Supported
H2	Improved product packaging -> patronage	0.598	7.785	0.002	Supported
H3	Improved product design -> patronage	0.523	9.821	0.001	Supported
H4	Improved brand taste -> patronage	0.776	12.924	0.000	Supported
H5	Improved product size -> patronage	0.491	6.223	0.003	Supported

Note: Path is significant at 5% level of significance; if the t-value is ≥ 1.96 , or p-value $\leq 0.05^*$.

Note: CPF = consumer patronage frequency

Source: PLS-SEM Bootstrapping Output, 2022.

Test of Hypothesis One

HO₁: Improved product quality has no significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

HA₁: Improved product quality has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Based on the result as shown on table 2, the path coefficient value for improved product quality is 0.780; the absolute t-statistic value is 13.118 with a p-value of 0.000. Since 0.000 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that improved product quality has a significant and



positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Test of Hypothesis Two

HO₂: Improved packaging has no significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

HA₂: Improved packaging has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

An examination of the result as shown on table 2 revealed that the path coefficient value for improved product packaging is 0.598; the absolute t-statistic value is 7.7858 with a p-value of 0.002. Since 0.02 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that improved product packaging has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Test of Hypothesis Three

HO₃: Improved product design has no significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

HA₃: Improved product design has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Based on the result as shown on table 2, the path coefficient value for improved product design is 0.523; the absolute t-statistic value is 9.821 with a p-value of 0.001. Since 0.001 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that improved product design has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Test of Hypothesis Four

HO₄: Improved brand taste has no significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

HA₄: Improved brand taste has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

A cursory look on table 2 indicates that the path coefficient value for improved brand taste is 0.776; the absolute t-statistic value is 12.924 with a p-value of 0.000. Since 0.000 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that improved brand taste has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Test of Hypothesis Five

HO₅: Improved product size has no significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

HA₅: Improved product size has a significant influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Based on the result as shown on table 2, the path coefficient value for improved product size is 0.491; the absolute t-statistic value is 6.223 with a p-value of 0.003. Since 0.003 is less than 0.05 the stipulated level of significance for this study, therefore, the decision is to reject the null hypothesis and accept the alternative hypothesis which states that improved product size has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria.

Demographic Profile of the Respondents

Variables	Frequency	Percentage
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Gender		
Male	267	91.8
Female	24	8.2
Total	291	100
Age		
Below 25years	64	22.0
26-35years	114	39.2
36-50years	69	23.7
Above 50years	44	15.1
Total	291	100
Marital Status		
Single	161	84.3
Married	120	41.2
Separated	7	2.4
Widowed	3	1.0
Total	291	100
Highest Education Status		
FSLC	12	4.1
WAEC	76	26.1
Degree/HND/OND	154	52.9
Post Degree	49	16.8
Total	291	100
Occupation		
Civil/Public Servant	51	17.5
Trader	85	29.2
Politician	11	3.8
Others	144	49.5
Total	291	100
Income level (monthly)		
Below ₦50,000	23	7.9
₦51,000-₦99,000	48	16.5
₦100,000-₦150,000	84	28.9
Above ₦150,000	136	46.7
Total	291	100

Source: Field Survey, 2022.

Data for the Study

S/n	Item	SA	A	D	SD	U	Total
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		5	4	3	2	1	
	Improved Product Quality						
1	Improved product quality increases the value of a beer brand.	105	136	40	7	3	291
2	Improved product quality increases the consumer brand loyalty.	120	125	26	15	5	291
3	Improved product quality promotes customer satisfaction level.	100	139	47	3	2	291
4	Improved product quality makes the user to benefit from beer brand.	98	140	40	12	1	291
5	Improved quality increases the usefulness of the product.	128	136	15	10	2	291
	Improved Product Packaging						
6	Improved product packaging encourages impulse buying.	120	111	45	10	5	291
7	Improved product packaging increases chances of repeat purchase.	126	120	15	17	13	291
8	Improved packaging induces consumers to buy beer brands.	148	105	26	20	2	291
9	Improved product packaging make consumers to buy more brands.	100	140	27	23	1	291
10	Improved product packaging stimulates the interests of the consumers.	103	99	40	43	6	291
	Improved Product Design						
11	Improved product design creates positive purchase intentions.	121	140	15	10	5	291
12	Improved product design creates value increases consumer purchase.	118	104	49	16	4	291
13	Improved product design encourages positive purchase of beer brands.	136	115	20	12	8	291
14	Improved product design creates brand trust.	114	109	48	6	4	291
15	Improved product design attracts customers to beer brands.	134	106	32	19	2	291
	Improved Brand Taste						
16	Improved brand taste makes consumer consumption beer regularly.	130	141	16	3	1	291
17	Improved beer taste leads to consumer preference for a specific brand.	124	128	17	13	9	291
18	Improved taste of beer brands improves consumer quality of life	106	108	37	25	15	291
19	Improved brand taste of beer increases the product value.	99	113	57	20	2	291
20	Improved taste of brand enhances greater market share	103	109	40	30	9	291
	Improved Product Size						
21	Improved product size enhances customer delight.	110	149	26	4	2	291
22	Improved product size encourages more purchase behavior.	103	145	26	10	7	291
23	Improved product size reduces brand switching among beer drinkers.	106	137	12	28	8	291
24	Improved product size facilitates more customers.	97	112	40	36	6	291
25	Improved product size increases consumers' brands experiences.	110	140	31	6	4	291
	Consumer Patronage Frequency						
26	Improved product quality influences consumer patronage of beer.	112	134	30	12	3	291



27	Improved product packaging influences consumer patronage of beer.	109	123	38	17	4	291
28	Improved product design influences consumer patronage of beer brand.	103	106	49	23	10	291
29	Improved brand taste influences consumer patronage of beer brands.	99	121	50	19	2	291
30	Improved product size influences consumer patronage of beer brands.	107	112	49	20	3	291

Source: Field Survey, 2022.

5. CONCLUSION AND RECOMMENDATIONS

The study has provided a comprehensive confirmation that product innovative activities executed by Nigerian Breweries Plc. have a significant influence on consumer patronage of beer brands in Anambra State of Nigeria. The findings of this study have demonstrated that improved product quality has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria. The study has discovered that improved product packaging has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria. Improved product design has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria. Improved brand taste has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria. The study found that improved product size has a significant and positive influence on consumer patronage frequency of beer brands in Anambra State of Nigeria. Therefore, beer brand managers and marketers are advised to focus on innovative activities that would influence consumer patronage behaviors such as consumer repeat purchases as well as consumer repurchase intentions. This could be achieved through creating newer or improved brands with competitive feature that are better or equivalent to existing competing brands. Based on the findings of the study, it was recommended that manufacturers, brand managers and marketers should articulate all time brand innovation strategies that would guarantee competitive advantage in

terms of market share and profitability. The study also recommends that beer manufacturers should continually invest on innovation so as to gain more patronage. Manufacturers should offer more innovative activities in order to guarantee consumer satisfaction and brand choice. Beer manufacturers and brand managers should continue to make their brands attractive to consumers in order to earn more consumer patronage. Manufacturers should also invest more on product innovation strategies like improved product quality, packaging, design, taste and size for improved consumers patronage frequency of beer brands in Anambra State of Nigeria.

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