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FAMILY TIES AND BRAND PREFERENCE OF NON ALCOHOL BEVERAGE: A STUDY OF ONITSHA RESIDENCE

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Abstract

This study focused on the effect of family ties on brand preference of non alcohol beverage using Onitsha residence as the focal point. Survey research design was used and questionnaire served as the instrument of data collection. The data collected were presented in tables and analyzed using mean statistics. The hypotheses were tested using Mann Whitney Test at 0.05 level of significance. It was discovered that family culture affects brand loyalty; there is significant relationship between family culture and brand awareness; there is significant relationship between family occupation and brand loyalty; and there is a significant effect of family occupation on brand awareness. The study concludes that the achievement of brand preference and increase sales of non alcohol products depends on family influence. It was recommended that couples within the family should consider the view and interest of other family members before making purchase decision. More so, people should purchase products and services not always considering tribal affiliation, religion and culture; hence the need to get the best in the global market without limitations.

Keywords: Family Ties, Brand Preference, Non Alcohol Beverage, Family Culture, Brand Loyalty, Brand Awareness and Family Occupation.

INTRODUCTION

Consumers of different categories pay attention to different brand of products for reasons best known to them. For that, organizations are adopting different marketing strategies to enhance customer preference of their band. This means that since its appearance in the 1980s, brand preference has been one of the main priorities in production organizations. It is importance stems from the firms' interest to

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create strong brands in order to obtain sustainable competitive advantages and to differentiate their products (Gil, Andre's and Salinas, 2014; Keller, 2003). For non alcohol beverage, when consumers especially the family shows preference for a particular product, such product is likely to enjoy more patronage. The family has been considered as a powerful influencer in consumer behaviour (Gil, Andre´s and Salinas, 2014). However, its effects on the brand preference formation has been scarcely analyzed. The family may have a considerable influence on the consumer-brand relationship, and this may result in the formation of consumer-based brand preference.

Thus, the family puts the individual in contact with brands consumed at home, providing a higher knowledge of those brands. Moreover, those brands may be linked to family memories which provides an emotional meaning (Olsen, 2021; Fournier, 2018). Furthermore, repetitive consumption of a brand in the family may generate a habit in the individual that may explain a subsequent preference or loyalty to that brand. The relevance of the family in the brand preference is particularly interesting in those individuals who leave home and have to face new purchase situations since in this stage, the consumer hardly has any consumption experience but the one at his family home. Considering the nature of the family ties, these individuals often turn to their families for advice when buying a product, given that they consider their parents as a close and reliable reference (Shah and Mittal, 2020; Feltham, 1998). This situation may lead to the creation of family-based brand preference.

STATEMENT OF THE PROBLEM

The contributions of family ties on brand preference of products cannot be neglected. However, it is regretting that some business organizations may not consider the extent of family preference to their products. Not only that, past researchers have shown that there is no consensus of opinion on the extent of family ties influence on brand preference of non alcohol beverage. For example, Shank (2016) wrote on family cohesiveness and purchase behavior in Pakistan. Awuru (2021) focused on family roles and brand identity for consumer products in Kenya. Edeh (2017) researched on family culture and buying behaviour using selected families in Enugu, Nigeria. From the above, the subject matter of this work has not been covered. It is based on the above gap/problem that this work was necessitated. Therefore, this study focused on the effect of family ties on brand preference of non alcohol beverage using Onitsha residence as the focal point.

OBJECTIVES OF THE STUDY

The general objective of this study focused on the effect of family ties on brand preference of non alcohol beverage. The specific objectives include to:

1. assess the extent family culture affects brand loyalty.

2. ascertain the relationship between family culture and brand awareness.
3. assess the relationship between family occupation and brand loyalty.
4. identify the effect of family occupation on brand awareness.

RESEARCH QUESTIONS

Based on our research objectives, the following research questions will guide the study.

1. To what extent does family culture affect brand loyalty?
2. What is the relationship between family culture and brand awareness?
3. What is the relationship between family occupation and brand loyalty?
4. What are the effects of family occupation on brand awareness?

RESEARCH HYPOTHESES

Based on the research objectives and research questions, the following research hypotheses will guide the study.

Ho1: Family culture does not affect brand loyalty.

Ho2: There is no significant relationship between family culture and brand awareness.

Ho3: There is no significant relationship between family occupation and brand loyalty.

Ho4: There is no significant effect of family occupation on brand awareness.

CONCEPTUAL REVIEW

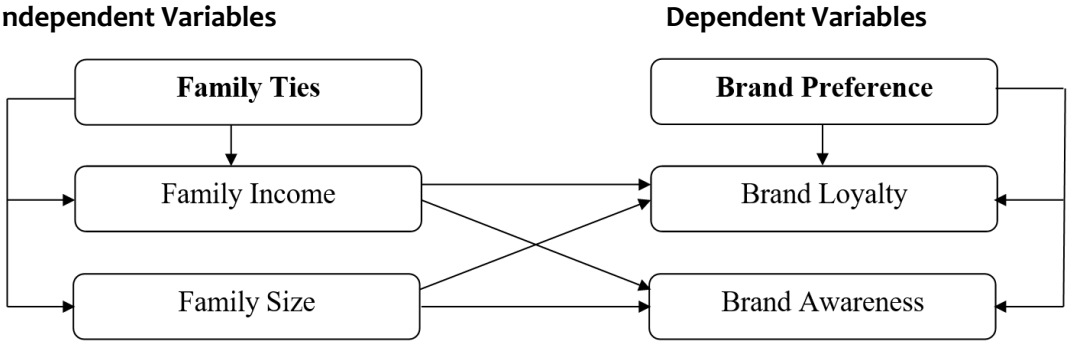


Fig. 2.1: Operational Conceptual Framework

Source: The Researcher, 2023

Family Ties

Fincham (2013) described the family as a bio–social group, a network of persons intimately held together by a band of social and kinship relationship. He sees the family as the core of the society. Degenova and Rice (2012) in Jamwal (2019) stated also that the family is a unit of interacting personalities rather than purely a common fixation of sexual, parental and filial instincts. Based on the forgoing, family ties is all about the family bond, the family

norms, the extent of closeness of family members, and other basic things that keep the family together. Olaitan and Akpan (2013) also noted that the family is the small primary group in the society to which the state entrusts the care and training of its future citizens in the formative period of their lives. For that, there is need for positive ties among family members.

The family is a unit of people tied together by bonds of marriage, birth or adoption, having in most cases a common residence and sharing economic activities (Onunuju, 2014). He views the family ties as the social bond that keeps close and extended relations together. He further stated that the family does not exist in isolation but in interaction with the larger society. Also, Igbo (2019) noted that the family is the fundamental unit of all societies which is responsible for the care and upbringing of all children. For that, family ties is a cohesive unit which provides economic, social and psychological security to all family members. There are many issues that could be used to discuss family ties. Some of them include family culture and family occupation.

Family Culture

The culture of the people in the family determines what the member of the family will buy and what they will not buy. The culture covers language of the family, religion of the family, and ethnic group of the family (Beatty and Talpade, 2014). If a family have the culture of drinking coca-cola while taking diner, members of the family will likely keep the culture even when they are not within the family circle. Culture is a set of beliefs and values that are shared by most people within a group (Umoren, 2016). To him, Culture is the expression of our nature in our modes of thinking, interaction, religious practices, in recreation, enjoyment and in all our way of life" behaviour, values, attitude and shared idea. Bamidele (2018) pointed out "culture shaped personality in both direct and indirect ways". Direct parental and social training help to form a person's view of the world. In the study of people in a cultural setting, one examines the stimuli, perception, attitudes, learning processes, motivation and personality as part of individual mental process which are influenced by culture. Culture comprises the totality of life and way of behaiour of the people in the society including their language, food, religion, norms, believe system, like and dislike and issues relating to marriage (Tong, 2017).

That why is many people consider cultural background before patronizing any product or services; hence culture is one of the determinants of household purchase behaiour. Culture is passed on from one group member to another, and in particular is usually passed down from one generation to the next; it is learned, and is therefore both subjective and arbitrary. For example, food is strongly linked to culture (Ekerete, 2011). Here, culture is the most fundamental determinant of a person's want and behaviour. The growing child acquires a set of values, perception preferences and behaviours through his

or her family and other key institutions (Scanzoni, 2019). Culture influences considerably the pattern of consumption and the pattern of decision-making. Marketers have to explore the cultural forces and have to frame marketing strategies for each category of culture separately to push up the sales of their products or services. But culture is not permanent and changes gradually and such changes are progressively assimilated within society.

Family Occupation

The occupation of the family keeps the family together and determines what they will like to buy and what they will not like. Occupation is the endeavour or profession which someone engaged in through which he or she ends a living (Kirchler, 2019). Not only that, Cooper (2014) observed that occupation is the actual occupation which people engage in, work on regular basis and from where they make money or earn money to take care of themselves. That is why people are engaged in numerous occupations like trading, civil/public service, business, service providers and many others. The occupation of husband, wife and other people within the family determines the buying behaviour.

According to Mbah (2010), some family that are of civil occupation (especially those in civil service, organized private sector etc. who are relatively salary earners) are likely to have purchase behavior for consumer goods and appliances than those who are mainly in private sector activities. Here, the private sector households to some extent may not always have organized list of what to purchase at the household level especially for consumer goods. They will like to go for current appliances and use such within their home; hence this may not be the case with the civil household background. Occupation or profession of a person influences his buying behaviour. The life styles and buying considerations and decisions differ widely according to the nature of the occupation (Jolibert and Baumgartner, 2017). For instance, the buying behaviour of a doctor can be easily differentiated from that of a lawyer, teacher, clerk businessman, landlord, etc. So, the marketing managers have to design different marketing strategies suit the buying motives of different occupational groups.

Brand Preference

When a customer chooses one brand over another consistently, this is called their brand preference (Aaker, 2021). In other words, they have gotten familiar with the competitors, maybe even tried a few products from different brands, and made a choice that they like this brand the best. Here are a number of things that companies can do to foster brand preference among consumers. These include creating a strong brand identity, establishing a good reputation, and cultivating customer loyalty. The term brand preference means how much a specific consumer or group of consumers prefers one

brand over another. According to Ayodele (2019), brand preference is determined by a variety of factors such as the brand identity, the competitive landscape, brand strength, customer loyalty, and the efficacy of the brand's marketing strategies.

Brand preference goes hand in hand with brand loyalty. When faced with the decision, customers with brand preference will choose your brand every time. This kind of repeat business leads to customer loyalty and brand advocates, in turn helping you create a successful and sustainable business (Ekemezie, 2019). Brand preference, like brand loyalty, won't build up overnight. It's developed over time and with product and brand consistency. Although there are no silver bullets to build brand preference quickly, there are some things you can do to help develop it. Brand preference can be a powerful tool in a company's toolbox. Here's what it means, why it's important, and tips for how to establish it. Brand preference is when a customer identifies a preferred product and makes that brand a part of their regular purchasing routine.

This might come after a consumer tests other products - trying out the competition but ultimately settling on one prevailing brand (Zoha, 2018). The reasoning could range from the product itself to the brand's messaging or even the brand's values. The goal of building brand preference is to create a direct relationship that creates loyal customers who keep your brand top of mind at the point of their purchase decision. Brand preference helps establish stability within your customer base (White, 2017). Not only does a consumer with brand preference stand the chance of choosing your product more often, but they also have the potential to advocate for your brand, helping shift other consumer preferences for people who may be unsure of which brand to try.

Measuring Performance

In this study, brand preferences are measured using brand loyalty and brand awareness.

1. **Brand loyalty:** The American Marketing Association in Gunu (2017) defines brand loyalty as "the situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category" or "the degree to which a consumer consistently purchases the same brand within a product class". According to Investopedia (2017), brand loyalty is "a pattern of consumer behavior where consumers become committed to brands and make repeat purchases from the same brands over time. Loyal customers consistently purchase products from their preferred brands, regardless of convenience or price. Urde (1999) define brand loyalty as an approach in which the customer do his best to promote, protect, and encourage the use of a particular product brand instead of going for other competing products. Merrilees (2015) see brand loyalty

as the extent to which the brand becomes a central preference for a customer notwithstanding the market situation.

2. **Brand awareness:** This is the extent of customer or public knowledge about a particular organizational brand. The need for brand awareness is informed best on the fact that patronage of a brand can only be possible or high depending on the extent of public knowledge of the brand. Keller (2013) avers that brand awareness is the capability of the customer to remember and identify the brand and is demonstrated by their been able to specifically pick out the brand irrespective of the surrounding circumstances and to connect the brand name, signs or logo to related association in memory. Keller (2013) avers that the brand recall describes the customer's ability to bring back that particular product brand from memory as occasion necessitates. For effective competitiveness it is indispensable to measure brand awareness. Chang and Liu (2014) suggested the following as means of promoting brand awareness through avenues such as employing a slogan or jingle, by using and exposing a symbol until well known, by intensive publicity and advertisements, by event sponsorships, by using cues especially through packaging.

Brand awareness describes all issues linked with the brand and is comprised of mental thought processes, feelings, perceptions, images, experiences, beliefs, and attitudes of customer towards a particular organizational brand. It includes everything connected toward awareness and memory with the brand (Kotler & Keller, 2011). It has historically been grouped into product associations and organizational associations. Kotler and Keller (2011) have identified product associations, the product image in society, the value perceived, the level of trustworthiness, the distinctiveness of the product or service offering and place of production essential elements of the brand awareness, which can affect patronage.

THEORETICAL REVIEW

In this study, the researcher reviewed goal setting theory, resource-based theory and brand equity theory.

Goal Setting Theory

The theory was formulated by Edwin Locke in 1960s. The theory indicates that the major sources of brand preference is setting goals in an organization. Acceptance of difficult and challenging goals results into enhanced performance in an organization as opposed to easy goals. Moreover, availability of feedback at the work place brings about better performance than non-availability of feedback. According to Bernadine et al (1999), goals should be very specific, moderately difficult and employees should be committed to

achieve these goals. Rewards should be tied in together with the goals so as to enhance performance at the work place.

Goals that is specific in nature yield high levels of outputs as opposed to goals that are general in nature. Companies that want to further their mission, do so by setting realistic goals. Goal setting facilitates formalization of organizational statements, implementation of missions and vision statements. Therefore, goals are significant motivators at the work place by providing employees with realistic and tangible targets that can be achieved easily. Evaluation involves employee performance comparison with the objectives that has been described in the beginning of the appraisal period.

Family Decisions Theory

This theory was popularized by Plate in 1994. Plate (1994) stated that decision making is the act of making a choice. It might involve on deciding what to purchase on the type of equipment to be purchased in the market. He decision making as an action taken in selecting from alternatives course of action. For example, a home maker who has just one thousand naira (N1000.00) to spend on cutleries and drinking glasses is faced with decision making; she has to decide on which utensils are more important to the family. Degenova (2019) stated that in decision-making the family has to identify the problem.

1. Obtaining information and searching for possible alternative.
2. Considering the consequences of each alternative
3. Selecting an alternative

After due considerations in step there, the decision-maker finally makes a decision. As the choice is made one accept responsibility for the decision made. Lewis (2010) commented that as human resources are always scarce that is money; time, energy, abilities and skills of family members and human needs are many. Families have to learn how to use our limited resources wisely in order to satisfy ones needs. Decisions require mental work and the physical power of family members as to meet family needs and goals. According to Degenova (2019) a value is a measure of habits that people develop are related to family goals and values. Some individuals are never happy unless they reach high level of material prosperity. They want to live in a large house, wear fine clothes, by the best household equipments that are durable and drive the best cars. They are used to certain standard of living in their family of origin and seek to duplicate this life-style in their own marriage. They are willing to work to achieve what they want. The above value cannot be seen but are recognized in behaviour. For example a father who values knowledge may spend money on his children's education rather than other things.

A family that values comfort shows this by purchasing household equipments that are stress less and durable. Eubank (1994) in his write up article on choice and decision focus

on buying process, marketers determine the consumers' patronage purchasing motives. Individual patronized a shop for certain reasons for example, Items are not too high and calibre of sales personnel is up to date. Smith and Beaujot (2019) conducted a research on gender role norms on purchasing decision making among one hundred (100) families under different conditions of female role perception. Husbands of women that are liberal, made little decisions than husbands of moderate women. But point decisions were most frequent and are better because no one will feel inferior or neglected. Decision on insurance, furniture, savings and household equipments are similar regardless of the wife's role perception. Higher income associated with greater flexibility. Families of these groups are capable of making role adjustment that corresponds with the contemporary view. With regard to age, husband and wife roles appear to be easier to change in young families than in established families. Smith and Beaujot (2011) examined three groups of men (traditional, intermediate, and liberal) and asked them open ended questions about the women's role in the family and whether women prefer to stay at home or be in the work force.

Brand Equity Theory

The theory was developed by Deighton in 1984. Companies can create brand equity through its marketing actions on the brand. In this sense, Keller (2003) posits that brand equity should be managed over time by fine-tuning the supporting marketing program. In the present paper, we investigate consumers' perceptions of three marketing elements: advertising, price and promotion to be included in our model. Although these variables do not cover the full domain of marketing variables, they represent typical marketing actions and their effects on brand equity have been studied previously (Yoo et al, 2000; Villarejo and Sanchez-Franco, 2005). This selection allows to compare the results in our model with the ones obtained in these previous works, since some of the hypotheses proposed were not supported by both analysis. Thus, regarding the dimension of brand awareness, as pointed previously, this is the result of the individual's prolonged exposure to the brand (Keller, 2003). Therefore, the more intensive the advertising campaign, the more the consumer is exposed to the brand. Advertising recall as a basis for reaching brand awareness is related positively to the strength of the advertising spending (Deighton, 1984; Hoyer and Brown, 1990). The advertising spending in a brand will increase the scope and repetitions of the advertising message, and as a consequence, a higher level of awareness will be obtained for the brand. In general, Cobb-Walgren et al (1995) find a positive relation between the amount spent on advertising and brand equity and its dimensions. In this sense, advertising spending perceived by the consumer is also positively related to brand equity as proved in previous works (Yoo et al, 2000; Villarejo and Sa´nchez-Franco, 2005). Likewise, the information provided by the family can foster

consumer-brand contact. Thus, a brand that has been traditionally consumed in the household for years will provide awareness in the consumer's mind that will remain after leaving home. Moreover, when facing new purchase situations, young adults may ask their parents for information and advice (Moore et al, 2002).

EMPIRICAL REVIEW

Gil, Andre´s and Salinas (2014) evaluated family as a source of consumer-based brand equity. The main purpose of the current work is to analyze the role played by the family on consumer-based brand equity. In the proposed model, information of a brand provided by both the family and the firm (via price, promotion and advertising spending) is analyzed as a source of consumer based brand equity and its dimensions. An empirical study was conducted in young adults (18-35) via structural equations model. Brand equity is analyzed in six different brands of milk, toothpaste and olive oil. Results prove that positive brand information provided by the family has effects on the formation of brand awareness-associations and perceived quality, and this may lead in turn, to brand loyalty and overall brand equity. The effects of the information provided by the family are higher than those of the marketing variables studied. Results also show that brand loyalty is much closer to the concept of overall brand equity than brand awareness-associations and perceived quality. The sample size does not allow to analyze differences in the effects between types of products and consumers. Due to the importance of the family on the formation of the consumer-based brand equity, firms should analyze how to take advantage of this factor to approach new generations of consumers. Actions to foster family associations and brand recall may ease the transfer of brand equity from one generation to another. Family has been usually considered as an external influence factor of consumer behaviour, however, its importance as information provider had not been analyzed in the process of brand equity formation.

Namusonge, Willy and Olawoye (2016) determined the impact of family on performance of firms in Lagos. The work used commercial research centers. It used survey and collected data through telephone interview. Methods of statistical analyses include mean, standard deviation, and Pooled, Random and Fixed regression models. The results of analysis indicated that family size enhances performance of research firms. It recommends for improved training of staff.

Rolph, Rajiv and James (2017) investigate family cohesivenes for firm growth in Mali. Survey research design was used and questionnaire served as the instrument of data collection. The data collected were presented in tables and analyzed using simple percentage and chi-square. Findings from these studies reveal that most families enjoy products purchased by others.

Sanni, Udoh, Okediji, Modo and Ezeh (2017) focused on investigating the influence of family structure on buying behaviour among secondary school students in Nigeria. Using

the multistage random sampling technique, 200 students were selected for the study from five public secondary schools in Uyo metropolis. The self-report family delinquency questionnaire was used for data collection. The researchers found out that only 32% of the respondents that showed buy products based on family influence.

Igwe and Nwitambu (2018) determined the factors influencing spousal role reform and purchase decisions in Nigeria using consumable and durable goods as the focal point. Cluster sampling was carried out in Port Harcourt City and 95 spouses (medical doctors, nurses and lecturers) were survey through the questionnaire instrument. Spearman Rank Correlation Coefficient and multiple regressions were adopted for the test of hypotheses. The study discovered that social cultural characteristics, income, product idea and gender role orientation are the basic factors influencing spousal role for purchase decision.

Emmanuel (2019) researched on family participation and household decision on purchase in Accra Ghana. The study was carried out to identify the extent members of the family (father, mother, and children) are involved in purchase decision. Participative theory was adopted as the researcher employed descriptive survey design, using a population/sample of 2000 families from Accra Metropolis Ghana. Interview system was used as the major instrument from were data were analyze using descriptive statistics. It was discovered that the mother in the house and female children participate actively in taking decision on issues relating to food items and some household matters. However, the father takes active part in other decisions of the family while male children take lower parts in all decisions within the family.

Azamat (2022) focused on family influence on consumer home appliances purchasing behavior: an empirical study in Kyrgyzstan. In this context the main purpose of the study is to investigate the family influence on consumer home appliances purchasing behavior in the Kyrgyz society. It is of importance for both local and foreign marketers to understand the family purchasing behavior in the Kyrgyz society after the social and economic transformation from 1991 onwards. The study consists of two parts. The first part includes general information of Kyrgyzstan, consumer purchasing process and the main factors effecting consumer home appliances purchasing behavior. The second part of the study represents an empirical study. A structured survey is being carried out in Bishkek, the capital of Kyrgyzstan. The sample size was determined after classification according to age and gender. Participants are being interviewed to identify the influence of family members on their purchasing decisions and behaviors. It is thought that the results of this research will be useful not only for national firms but also for international companies.

GAP IDENTIFIED IN LITERATURE

There exist research gap in subject matter of this topic, geography of this work, and content of this work have not been covered.

a. **In the subject scope:** Most of the past studies used family without family ties. They did not cover brand reference.

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b. **On the geographical differences:** None of the past studies covered Onitsha residents as the focal point.
c. **Gap on the indices in the objectives:** The indices in the objectives of this study (family culture, family occupation, brand loyalty and brand awareness) were not covered by past researches. . For that, this work focused on family ties and brand preference of non alcohol beverage using Onitsha residence as the focal point.

RESEARCH METHODS

Research Design

In this study, survey research design was used. In survey, we study a large number of units and try to reach generalization on the basis of data so collected. Survey was used over other research designs because It enable a researcher to prove directly or indirectly, attitudes, feelings and dispositions of samples toward a given phenomena.

Population of the Study

The population of this study is made up of the entire number of 200, 000 families in Onitsha, Anambra State. According to Anambra State Town Development Authority (2022), there are 200,000 families in Onitsha, Anambra State.

Sample Size and sampling technique

The sample size is mathematically derived using the Taro Yamane's formula as thus:

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

Where

n = sample size
N = population
1 = constant
e^2 = error of significance using:

$$n = \frac{200000}{1+200000(0.5)^2}$$

$$n = \frac{200000}{1+200000(0.0025)}$$

$$n = \frac{200000}{501}$$

n = 399

Sampling Techniques

In determining those that made up the sample size, the researcher used simple random sampling (SRS) using the balloting technique. This is to ensure that all the members of the population have equal opportunity of being selected into the sample unit.

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Instruments for Data Collection

The primary source of data in this work is questionnaire. The questionnaires was distributed to the respondents. The questionnaires was only close ended questions, developed in likert system of strongly agreed, agreed, undecided, disagreed and strongly disagreed. The questionnaire was used because of its benefits and advantages in easy data collection, data analysis and variable identification.

Validity of the Instrument

The questionnaire was subjected to content validation

Reliability of the Instrument

To guarantee the constituency of the result generated from this study, a pilot test was first conducted with a separate group who is not but possesses similar characteristics with the respondents. The Spearman rank correlation coefficient (r) was used to calculate the reliability index and a result of r = 089 (89%) were obtained. This shows that the instrument of the study is highly reliable.

Method of Data Analysis

The data collected in this study were analyzed using mean statistics and Mann Whitney Test. The mean statistics was used to answer each research questions. The hypotheses were tested using the Mann Whitney Test (U) using the 21.O version of statistical package for social sciences (SPSS).

Decision rule: The decision rule is to reject H_o if p-value (Asymp sig) < 0.05, otherwise we accept H_o.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

It should be noted that out of 399 copies of questionnaire distributed, only 370 were returned and used.

Research question one: To what extent does family culture affect brand loyalty?

Table 4.1: The extent does family culture affect brand loyalty.

S/N	statements	SA	A	UND	D	SA	N	∑X	X	DEC
1	There is significant influence of culture on purchase behaviour of non alcohol products	198	121	6	20	25	370	1557	4.2	Positive
2	The religious background of the	160	200	2	3	5	370	1617	4.4	Positive

	family in most cases influenced their buying behavior									
3	The culture at the community and family level determines the kind of consumer goods to purchase and use	130	210	3	20	7	370	1546	4.2	Positive
4	There is significant relation between ethnic background and the nature of patronage of non alcohol products	117	204	-	31	18	370	1481	4.0	Positive

Source: field survey, 2023

It was discovered in table 4.1 that items 1 to 4 were all positive. This is because item 1 has a mean of 4.2, item 2 has a mean of 4.4, item 3 has a mean of 4.2 and item 4 has a mean of 4.0; hence all the items have mean scores more than 2.5 and above. It is therefore concluded that family culture affects brand loyalty.

Research question two: What is the relationship between family culture and brand awareness?

Table 4.2: The relationship between family culture and brand awareness.

S/N	Statements	SA	A	UND	D	SA	N	∑X	X	DEC
1	Family culture enhances brand awareness	250	90	1	20	4	370	1657	4.5	Positive
2	The place where people stay determines what to buy	120	160	5	60	25	370	1400	3.8	Positive
3	Family orientation make people to purchase or rejects non alcohol products	180	135	-	15	40	370	1510	4.1	Positive

4	Family way of life affects purchase decision of non alcohol products	115	176	9	30	40	370	1406	3.8	Positive

Source: field survey, 2023

It was discovered in table 4.2 that items 1 to 4 were all positive. This is because item 1 has a mean of 4.5, item 2 has a mean of 3.8, item 3 has a mean of 4.1 and item 4 has a mean of 3.8; hence all the items have mean scores more than 2.5 and above. It is therefore concluded that there is significant relationship between family culture and brand awareness.

Research question three: What is the relationship between family occupation and brand loyalty?

Table 4.3: The relationship between family occupation and brand loyalty.

S/N	statements	SA	A	UND	D	SD	N	∑X	X	DEC
1	There is significant relationship between family occupation and purchase behaviour of consumer goods	140	200	3	13	14	370	1549	4.2	Positive
2	The occupation of husband or wife determines the purchase decision in the family	107	137	6	50	70	370	1217	3.3	Positive
3	There is significant relationship between the availability of non alcohol products at home and family occupation	118	205	4	23	20	370	1488	4.0	Positive
4	When husband and wife are in civil occupation, it helps them to pay attention and purchase /use the right consumer goods	177	106	7	50	30	370	1160	3.1	Positive

Source: field survey, 2023

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It was discovered in table 4.3 that items 1 to 4 were all positive. This is because item 1 has a mean of 4.2, item 2 has a mean of 3.3 item 3 has a mean of 4.0 and item 4 has a mean of 3.1; hence all the items have mean scores more than 2.5 and above. It is therefore concluded that there is significant relationship between family occupation and brand loyalty.

Research question four: What are the effect of family occupation on brand awareness?

Table 4.4: The impacts of family occupation on brand awareness.

S/N	Statements	SA	A	UND	D	SD	N	∑X	X3	DEC
1	Occupation of the family influences brand awareness	250	90	1	20	4	370	1657	4.5	Positive
2	The Occupation of family members determine the level of brand preference	120	160	5	60	25	370	1400	3.8	Positive
3	Purchasing of non alcohol is based on the Occupation of the family	180	135	-	15	40	370	1510	4.1	Positive
4	The nature of family Occupation influences purchase decision	115	176	9	30	40	370	1406	3.8	Positive

Source: field survey, 2023

It was discovered in table 4.4 that items 1 to 4 were all positive. This is because item 1 has a mean of 4.5, item 2 has a mean of 3.8, item 3 has a mean of 4.1 and item 4 has a mean of 3.8; hence all the items have mean scores more than 2.5 and above. It is therefore concluded that there is significant impact of family occupation on brand awareness.

TEST OF HYPOTHESES

Restatement of Hypothesis One

Ho1: Family culture does not affect brand loyalty.

This hypothesis was tested with responses from question one.

SPSS Output for Hypothesis One

NPAR TESTS

/M - W = HRIS and P BY RANKS (5 1)

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/STATISTICS = DESCRI PTIVES
/MISSING ANALYSIS

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
HRISandP	25	30.1600	14.94066	.00	57.00
RANKS	25	3.0000	1.44338	1.00	5.00

Mann-Whitney Test

Ranks

	RANKS	N	Mean Rank	Sum of Ranks
HRISandP	1.00	5	3.40	17.00
	5.00	5	7.60	38.00
	Total	10		

Test Statistics[a]

	HRISandP
Mann-Whitney U	2.000
Wilcoxon W	17.000
Z	-2.193
Asymp. Sig. (2-tailed)	.028
Exact Sig. [2*(1-tailed Sig.)]	.032[b]

a. Grouping Variable: RANKS

b. Not corrected for ties.

From the SPSS output, the p-value (Asymp sig) is 0.028 which is less than the level of significance (0.05); therefore we reject the null hypothesis (H0) and conclude family culture affects brand loyalty.

Restatement of Hypothesis Two

Ho2: There is no significant relationship between family culture and brand awareness. This hypothesis was tested with responses from question two.

SPSS Output for Hypothesis Two

NPAR TESTS
/M - W= HRIS and SR BY RANKS (5 1)
/STATISTICS = DESCRIPTIVES
/MISSING ANALYSIS

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
HRISandSR	25	30.4000	17.40211	.00	67.00
RANKS	25	3.0000	1.44338	1.00	5.00

Mann-Whitney Test

Ranks

	RANKS	N	Mean Rank	Sum of Ranks
HRISandSR	1.00	5	3.00	15.00
	5.00	5	8.00	40.00
	Total	10		

Test Statistics[a]

	HRISandSR
Mann-Whitney U	.000
Wilcoxon W	15.000
Z	-2.611
Asymp. Sig. (2-tailed)	.009
Exact Sig. [2*(1-tailed Sig.)]	.008[b]

a. Grouping Variable: RANKS

b. Not corrected for ties.

The SPSS output shows that the p-value (Asymp Sig) is 0.009 which is less than the level of significance (005), hence we reject the null hypothesis (H0) and conclude that there is significant relationship between family culture and brand awareness.

Restatement of Hypothesis Three

Ho3: There is no significant relationship between family occupation and brand loyalty. This hypothesis was tested with responses from question items three.

SPSS Output for Hypothesis Three

NPAR TESTS
/M-W = HRIS and MC BY RANKS (51)
/STATISTICS=DESCRIPTIVES
/MISSING ANALYSIS

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
HRISandMC	25	30.4000	16.67833	.00	58.00
RANKS	25	3.0000	1.44338	1.00	5.00

Mann-Whitney Test

Ranks

	RANKS	N	Mean Rank	Sum of Ranks
HRISandMC	1.00	5	3.00	15.00
	5.00	5	8.00	40.00
	Total	10		

Test Statistics[a]

	HRISandMC
Mann-Whitney U	.000
Wilcoxon W	15.000
Z	-2.619
Asymp. Sig. (2-tailed)	.009
Exact Sig. [2*(1-tailed Sig.)]	.008[b]

a. Grouping Variable: RANKS

b. Not corrected for ties.

It can be seen from the SPSS output above that the p-value (Asymp sig) is 0.009 which is less than the level of significance (0.05), therefore we reject the null hypothesis (I-b) and conclude that there is significant relationship between family occupation and brand loyalty.

Restatement of Hypothesis Four

Ho4: There is no significant effect of family occupation on brand awareness.

This hypothesis was tested with responses from question four.

SPSS Output for Hypothesis Four

NPAR TESTS
/M-W= HRIS and CG BY RANKS (5 1)
/STATISTICS=DESCRIPTIVES
/MISSING ANALYSIS

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
HRISandCG	25	30.4000	14.42221	.00	60.00
RANKS	25	3.0000	1.44338	1.00	5.00

Mann-Whitney Test

Ranks

	RANKS	N	Mean Rank	Sum of Ranks
HRISandCG	1.00	5	3.50	17.50
	5.00	5	7.50	37.50
	Total	10		

Test Statistics[a]

	HRISandCG
Mann-Whitney U	2.500
Wilcoxon W	17.500
Z	-2.108
Asymp. Sig. (2-tailed)	.035
Exact Sig. [2*(1-tailed Sig.)]	.032[b]

a. Grouping Variable: RANKS

b. Not corrected for ties.

It can be seen from the SPSS output above that the p-value (Asymp sig) is 0.035 which is less than the level of significance (0.05), therefore we reject the null hypothesis (H0) and conclude that there is significant impact of family occupation on brand awareness.

DISCUSSION OF FINDINGS

Analyzing the hypothesis one of this study, it was discovered that family culture affects brand loyalty. The issue of culture of the people in every society influence their buying behaviour (Kuester, 2012). Also, religion is one of the basic factors influencing attitude of the people. For that some people consider religion affiliation before patronizing any products (Frikka, 2010).

On hypothesis two findings, it was discovered that there is significant relationship between family culture and brand awareness. Scholars like Berg and Teigen (2019) believe that consumer can enhance repeat purchase and high patronage when they get what they wants from a particular organization and what it offers. Family ties can influence patronage (Azamat, 2022).

Going by the information on our hypothesis three based on data analysis, it was discovered that there is significant relationship between family occupation and brand loyalty. Here, Scot (2011) observed that the engagement and occupation of people in the family determines their like and dislike and therefore influence their purchase decision. Belch and Willis (2012) stated that the level of family occupation and engagement determines the attitude of the family people on buying some products and services.

Based on our hypothesis four, this study discovered there is significant effect of family occupation on brand awareness. According to Corper (2014), the level of family demography, family environment and other factors within the family can encourage or discourage patronage. The issue of consumer patronage is influence by numerous factors including family demography (Hansen, 2012).

CONCLUSION

Everybody in the society and at the family level has some issues he/she consider before purchase decision, and such are based on family culture and occupation. This is because what may be relevant for some family maybe irrelevant for some other families considering many factors like family size, culture, religion, education, occupation and many others. In this direction, we conclude that the achievement of brand preference and increase sales of non alcohol products depends on family influence.

RECOMMENDATIONS

Based on the findings, the following recommendations were made.

1. Couples within the family should consider the view and interest of other family members before making purchase decision.

2. People should purchase products and services not always considering tribal affiliation, religion and culture; hence the need to get the best in the global market without limitations.
3. Couples in the family should have diverse occupation which will enable them to earn income from both sides so as to always perform their responsibilities in purchase decision.

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