

INFLUENCE OF GLOBAL BRANDING ON LOCAL CONSUMER ATTITUDES TOWARDS MULTINATIONAL BRANDS IN NIGERIA

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Global Branding on Local Consumer Attitudes Towards Multinational Brands in Nigeria" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined influence of global branding on local consumer attitudes towards multinational brands in Nigeria, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and global. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 403 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 384 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.04). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.464$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.83, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.07$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

TABLE OF CONTENTS

Title Page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Abstract	v
Table of Contents	vi
List of Tables	vii
List of Figures	viii
CHAPTER ONE: INTRODUCTION	1
1.1 Background to the Study	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study	7
1.4 Research Questions	7
1.5 Research Hypotheses	7
1.6 Significance of the Study	8
1.7 Scope and Limitation of the Study	11
1.8 Definition of Terms	13
CHAPTER TWO: LITERATURE REVIEW	14
2.1 Conceptual Review	14
2.1.1 Concept of Influence	14
2.1.2 Concept of Global	15
2.1.3 Concept of Branding	17
2.2 Theoretical Framework	19
2.2.1 Marketing Mix Theory	19
2.2.2 Consumer Behaviour Theory	20
2.2.3 Brand Equity Theory	21
2.2.4 Relationship Marketing Theory	22
2.3 Empirical Review	23
2.3.1 Early Studies on influence	24
2.3.2 Recent Nigerian Evidence on influence	25
2.3.3 Influence and global	27
2.3.4 Comparative Perspectives across Africa	29
2.4 Summary of Literature Review	31
CHAPTER THREE: RESEARCH METHODOLOGY	33
3.1 Research Design	33
3.2 Population of the Study	33
3.3 Sample Size and Sampling Technique	34
3.4 Sources of Data Collection	35
3.5 Research Instrument	36
3.6 Validity and Reliability of the Instrument	37
3.7 Method of Data Analysis	38
3.7.1 Administration of the Instrument	39

3.8 Ethical Considerations	40
CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION	42
4.1 Data Presentation	42
4.2 Demographic Characteristics of Respondents	42
4.3 Analysis of Research Questions	43
4.4 Test of Hypotheses	44
4.5 Discussion of Findings	45
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS	50
5.1 Summary	50
5.2 Conclusion	51
5.3 Recommendations	52
5.4 Suggestions for Further Studies	52
REFERENCES	54
APPENDIX	56
APPENDIX C: SUPPORTING RECORDS AND DATA SCHEDULES	59

LIST OF TABLES

Table 2.1: Summary of the Review of Related Literature	31
Table 2.2: Operationalisation of the Study Variables	31
Table 3.1: Population of the Study and Sampling Technique	40
Table 3.2: Validity and Reliability of the Research Instrument	41
Table 4.1: Gender Distribution of Respondents	48
Table 4.2: Age Distribution of Respondents	48
Table 4.3: Educational Attainment of Respondents	48
Table 4.4: Weighted Mean Analysis of Research Question One	49
Table 4.5: Weighted Mean Analysis of Research Question Two	49
Table 4.6: Correlation Summary between the Independent and Dependent Variables	49
Table 4.7: Independent Samples t-test by Gender	49
Table 4.8: Chi-square Test of Association	49
Schedule 1: Weekly Sales by Outlet and Product Line	59
Schedule 2: Monthly Advertising Expenditure Schedule	59
Schedule 3: Customer Complaints Log Extract	59

LIST OF FIGURES

Figure 1.1: Conceptual Framework of the Study	13
Figure 3.1: Marketing Research Context	41
Figure 4.1: Gender Distribution of Respondents	48
Figure 4.2: Age Distribution of Respondents	48

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of global branding on local consumer attitudes towards multinational brands in Nigeria is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. National policies and programmes have sought, with varying degrees of success, to respond to the realities of influence and global. Empirical evidence from Dauda and Umeh (2021) suggests that positive developments in global are associated with improvements in influence. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Studies conducted within the West African subregion by Bakare and Kalu (2018) reached conclusions broadly consistent with the Nigerian evidence. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with global. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

influence, when examined in relation to global, reveals complex and often paradoxical dynamics. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. Research by Adebayo and Kalu (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and global. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies conducted within the West African subregion by Ibrahim and Dauda (2018) reached conclusions broadly consistent with the Nigerian evidence. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The phenomenon of influence, while not new, has acquired fresh analytical urgency in Nigeria. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. Field evidence gathered by Ibrahim and Dauda (2016) suggested that stakeholder engagement materially improves the results achieved in matters of influence. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. The work of Nwosu and Obiora (2023) extended earlier analyses by demonstrating that global reinforces the effects of influence. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with global. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. Globalisation and technological change have intensified both the opportunities and the challenges