

Consumer Brand Perception Variables and Purchase Decision of Selected Fast-Moving Consumer Goods Firms in Lagos State, Nigeria

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Abstract

Consumers play a vital role in the success of organizations as their purchasing decision can have a significant impact on the organisation's performance. Therefore, it is important for organizations to maintain a positive brand perception in the minds of consumers. This can be achieved through excellent customer service. However, poor consumer brand perception could lead to a decline in purchase decision leading to low sales and possible organizational failure. This study investigated the effect of consumer brand perception variables and purchase decision of selected fast-moving consumer goods (FMCGs) firms in Lagos State, Nigeria. The study adopted a survey research design. The population of the study was 1,774,657 consumers of fast-moving consumer goods firms that reside in different local governments of the different five regions in Lagos state Nigeria, and a sample size of 499 was determined using Krejcie and Morgan. The data was collected using a valid and reliable questionnaire with a Cronbach alpha value greater than 0.7. Both descriptive and inferential tools were used for the data analysis. Multiple regression analysis was used to determine the effect of the variables using Statistical Package for Social Science (SPSS) version 27. The study revealed that consumer brand perception variables have significant effect on the purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria ($Adj. R^2 = 0.426; F(4, 425) = 59.236, p < 0.05$). The study concluded that consumer brand perception has significant effect on the purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria. It is recommended that management should invest in creating and maintaining strong brand perception among consumers to positively influence their purchase decisions. This can be achieved by developing effective branding and marketing strategies that focus on building brand awareness, attractiveness, positioning, associations, and image.

Background to the Study

Consumers are capable of driving demand for a company's goods and services, and the rate of their brand perception which usually motivates their purchase decisions could heavily impact the firms' performance. Hence, maintaining a good brand perception in the consumers' minds is important for any organization's success. This could be made possible through effective marketing strategies, product positioning, Brand association, product innovation, customer service. Despite this, it is observed that consumers' brand perception may not have been as expected due to poor consumer knowledge, which could lead to a decline in purchase decision.

Globally, consumer purchase decision has been characterized by personal, social and psychological activities; this decision and attitudes vary from one country to another and from person to person. The way the consumer thinks and approaches issues is also critical to their behaviour (Gu et al., 2022). Consumers in the United States of America are influenced by marketing and advertising, which drives their purchase decisions. According to Ursu (2018), the purchase behaviour in the United States is high unpredictable because of the changing perception and what individuals think a product should be able to do. The availability of products and services that meet the needs of consumers, as well as the availability of information on those products and services, can also influence purchase decisions (Weersink et al., 2021).

Poor purchase decisions among consumers in the United Kingdom are attributed to various factors, ranging from a lack of knowledge about product quality to impulse buying (Sharma, 2021). Consumers also have difficulty assessing product value for money and are often swayed by persuasive marketing techniques. In addition, some consumers are more influenced by peer pressure than others, leading to impulse purchases that are not in their best interests (Supartini et al., 2018). Nonetheless, there are several factors that have contributed to poor customer loyalty among consumers in China. One factor is the lack of trust in Chinese companies due to the prevalence of counterfeit products and services (Sheng et al., 2019). In addition, Chinese consumers have become more discerning, and are increasingly savvy about their purchases, and are less likely to be loyal to a single brand or company (Ali et al., 2020). According to Rahman et al. (2020), consumers in Bangladesh are becoming increasingly empowered to decide what they buy and how they spend their money. This is due to increased access to information, better financial services and a growing middle class (Karim et al., 2020).

In South Africa consumer purchase behaviour of consumers in South Africa is largely influenced by the product's price, availability, and the level of trust for the product (Wekeza & Sibanda, 2019). This is because the majority of Africans still live in poverty and have limited disposable income. As a result, South African consumers are more likely to purchase affordable and good-quality products (Koen et al., 2018). Bashir et al. (2020) state that South African consumers are heavily influenced by word-of-mouth recommendations from family and friends and traditional media sources. This is because these sources are more reliable and trustworthy than advertisements from unknown sources (Hamilton et al., 2018; Wang et al., 2019).

The Nigerian manufacturing sector is experiencing stiff and fierce competition. Surviving the challenges, the marketing environment poses has been highly dynamic and competitive. Hence, only customer-centric companies can become successful. However, purchase behaviour is a roller coaster, which consequently thrusts enormous responsibility on organizations to understudy the consumers and evolve a strategic and sustainable method of satisfying and delighting them in all their needs. There are essential consumer brand perception attributes that can enhance purchase behaviour that has not been given adequate research attention. They include brand awareness, attractiveness, positioning, association, and image. Brands create associations between customers and products and provide a sense of trust and reliability (Flikkema et al., 2019). Research shows that consumers are more likely to purchase items with familiar brands as they better understand the product quality and reliability offered.

Scholars have investigated consumer brand perception and purchase decisions of various categories of buyers in diverse locations with varied outcomes (Ali et al., 2018; Nguyen, 2021; Park et al., 2021). The effect of consumer brand perception on the purchase decision of fast-moving consumer goods firms is to receive adequate attention, creating a gap in the literature needing urgent research attention. Consumer products or services are found to be competing against each other in the market place; this normally leads to problem of choice for the consumers, who has to choose out of available alternative product. It has been observed that some organisations possess a low brand compelling vision which has negatively affected the purchase decision of customers (Tien et al., 2019). Some brands do not maintain an active online presence, so they do not respond to negative feedback immediately to maintain a consistent message and proactive approach to problems affecting customers' purchase decisions. An unfavourable brand perception can significantly affect a consumer's purchase decision. Following the aforementioned, This study, investigates the effect of consumer brand perception and purchase intention of selected FMCGs firms in Lagos State Nigeria. To achieve the study objective, a research question is being asked;

Research Question: How does consumer brand perception variables affect purchase decision of selected Fast-Moving Consumer Goods firms in Lagos State, Nigeria?

H₀. Consumer brand perception variables have no significant effect on the purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria was rejected.

Literature Review

The study looks at the conceptual, empirical and theoretical reviews of various variables and sub-variables of the study to ascertain the views of previous authors as it relates to the topic under study.

Consumer Brand Perception

Brand Perception is how customers view a brand because of their interactions and experiences with the brand, either directly (e.g., first-hand experiences) or indirectly (e.g.,

word-of-mouth) (Ifediora et al., 2017). Also, Brand Perception is what customers believe a product or service represents, not what the company owning the brand says it does. Brand Perception comes from customer use, experience, functionality, reputation, and word-of-mouth recommendations (Ajeyalemi & Dixon-Ogbechie, 2020). Sharma et al. (2020) opined that brand perception refers to a consumer's knowledge, perception, or impression of a product. Perception is a crucial process through which an individual gathers information about their surroundings and infers this knowledge based on their needs, behaviours, and perspectives. Consumer brand perception is defined as the way consumers view a particular brand. This can include factors such as the brand's reputation, image, and overall customer satisfaction (Liu et al., 2019). Brand perception is important because it can impact a company's sales, profitability, and even its ability to attract and retain customers. While a consumer's perception can be influenced by their previous experiences, beliefs, habits, likes, dislikes, and sentiments, it can also be influenced by advertising and marketing messages. External stimuli provided through marketing communication can be used by businesses to impact customer mental processes. Perception is shown as a far more complicated process in several other works (Brunk & De Boer, 2020).

Brand Awareness

According to the work of Romaniuk et al. (2017) brand awareness is the capacity of a given customer to recognize or recall that a given brand belongs to a particular category of products. Brand awareness is strongly related to the power with which the presence and traces of a brand in customers' minds result in their capacity to recognize (identify) the brand under various market conditions (Ilyas et al., 2020). Brand awareness is a fundamental component of brand equity. Brand awareness is the extent to which consumers are familiar with a brand and its associated products or services. Brand awareness is often used as a metric to measure the success of marketing campaigns and to track the overall health of a brand (Dabbous & Barakat, 2020). Brand awareness is a critical component of all marketing campaigns because it can help companies track the effectiveness of their marketing efforts. The more aware consumers are of a brand, the more likely they are to purchase its products and services (Azzari & Pelissari, 2021).

Brand Attractiveness

Elbedweihy et al. (2016) defined brand attractiveness as a quintessence of those qualitative features of an organisation that are attractive to a target audience. Brand attractiveness represents the envisioned benefits that a potential customer sees in the product or service offering of an organisation (So et al., 2017). The concept of brand attractiveness is relatively new, but it can be defined as the overall desirability of a brand. This includes factors such as the brand's reputation, image, and customer loyalty. Brand attractiveness is the degree to which a brand is seen as favourable, desirable, and appealing by consumers. Brand attractiveness refers to the positive evaluation of the brand's central, distinctive, and enduring associations and characteristics (Santiago, 2019). Brand attractiveness manifests in a brand's ability to attract customers and in the customer's willingness to buy. Brand attractiveness is a measure of how appealing a

brand is to potential customers. It is often used as a metric in marketing and advertising research. Brand attractiveness can be influenced by many factors, including the brand's history, reputation, and customer base (Miftahuddin, 2020).

Brand Positioning

According to Perera et al. (2020), brand positioning is an attempt to create, change, or foster specific images about a brand in the minds of consumers. Brand positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market (Heinberg et al., 2020). Brand positioning statement is a concise description of what a brand offers, how it differs from competing brands, and why it matters to customers. Brand positioning is also known as a brand strategy, brand promise, or value proposition (Perera et al., 2020). The general premise of brand positioning can be described as the process of integrating marketing communications to align target consumers' perceptions with brand identity and to provide psychological meaning to buyers (Tamiru, 2021).

Brand Association

Brand association refers to the relationship between a consumer and a brand. This relationship can be positive, negative, or neutral. Brand Association is related to information in the customer's mind about the brand, either positive or negative, linked to the node of the brain memory (Jayswal & Vora, 2019). A brand association is a mental connection a customer makes between your brand and a concept, image, emotion, experience, person, interest, or activity. This association can be immediately positive or negative and it heavily influences purchase decisions. Brand association is favourable sentiments of a consumer toward the brand given the relative level of brand quality (Rohit & Panda, 2018). One of the biggest psychological influences on customer behaviour is brand association. This can be the silent difference between someone buying your product or a competitor's. It's a complex phenomenon that every brand wants to establish in the minds of their audience, but few understand how to create (Phong et al., 2020).

Brand Image

Brand image is defined as how consumer perceive a particular brand, while brand identity is the method through which companies launches their brand in the market and what it desirous about the perception of the consumers. In the end, the consumers may have a different image of the brand than that the company presented (Kim, 2018). According to the work of Bilgin (2018), brand image is identified as an observation about the brand as replicated by the brand relations detained in the customer psyche. A brand image is the overall impression that a company makes on its consumers. It encompasses everything from the company's name and logo to its advertising and public relations. A brand image is the overall impression that a company makes on consumers (Plumeyer et al, 2019). It encompasses everything from the company's logo and slogan to its customer service and product quality. Creating a strong, positive brand image is essential for any business that wants to succeed in the marketplace. The corporate brand name or characters serve up as the mainly dominant part with that customer communication

brands (Bernarto, 2020). The brand image is also stated as brand sense, and it is mainly established on customers' previous considerations and the position of the product or service but is well affected by organizations' symbol of their external brand communications (Marliawati & Cahyaningdyah, 2020).

Purchase Decision

A purchase decision is the decision made by a consumer regarding which product or service to buy. This can be based on many factors, including price, quality, brand, and availability (Prasad et al., 2019). The purchase decision is defined as a metric indicating the strength of an individual's intention to engage in a particular behaviour or make the purchase of a product or service (Prasad et al., 2019). The purchase decision reflects consumers' desire to engage in a transaction to obtain a product or service. It functions as a commitment to oneself to acquire goods or services (Weisstein et al., 2017). A consumer's purchasing decision is a set of choices or assessments made before completing a purchase, which begins once the consumer expresses an interest in purchasing (Mustafa, & Al-Abdallah., 2020). The term purchase decision refers to how consumers are likely to make a transaction based on the service's quality, the surrounding environment's quality, and the food's quality. Lin et al., (2019) established that purchase decisions reflect both consumers' actual purchasing behaviour and their likelihood of completing another transaction in the future. The buying decision process is the decision-making process used by consumers regarding the market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost-benefit analysis in the presence of multiple alternatives (Hanaysha, 2018).

Empirical Review

Consumer Brand Perception and Purchase Decision

Haeruddin (2021), examined the influence of brand equity on consumer's purchase decision. The results of the study indicate that brand awareness and brand loyalty simultaneously have a positive and significant effect on the purchase decision of Semen Tonasa. The variable of the brand equity element that has the dominant effect on the purchasing decision of Semen Tonasa is brand loyalty. Harcourt and Ikegwuru (2018), whose empirical study investigated the food and beverage firms in Rivers State found that brand image (brand awareness) was discovered to have the most critical statistical interaction with market performance (sales growth). Although other brand image indicators (perceived quality, brand loyalty and brand association) provided noteworthy results, they were not as strong as brand awareness. A study of listed companies in Ghana conducted by Yeboah-Asiamah, et al. (2016) indicated that product branding has a long-run positive impact on sales revenue. Another study by Kilei et al (2016) observed that brand image (brand recall and brand recognition) has a positive and significant correlation, and that brand recall and overall brand awareness are significant predictors of market brand performance and sales growth within the banking industry in Kenya.

A similar study conducted on firms that are into apparel clothing by Ghafoor, Ahmed, Naeem, and Huang (2018), found brand image (brand perception) portrays a significant

effect on purchase intention and sales growth impliedly. Babatunde and Ajayi (2022), examine the effect of consumers' perception of brand equity fit on purchase intention for focal brands in symbolic alliances through an empirical investigation of consumer-based brand equity elements. Using the signalling theory, this study empirically evaluated a model to examine the effect of brand equity fit between brands in a symbolic brand alliance on consumers' purchase intentions for selected consumable products in Lagos, Nigeria. A sample of 384 supporters of the partnered brands in a symbolic brand alliance was considered for the study. The result of the ordered logistic regression indicated that brand equity affects consumers' purchase intention for the selected consumable products.

Brand Equity Theory (BET)

Brand Equity Theory was propounded by American marketing professor Kevin Lane Keller in his 1998 book, *Strategic Brand Management* (Keller, 2003). According to Keller, a brand's equity is determined by the consumer's perception of the brand. It is based on the idea that the value of a brand is largely determined by how consumers perceive it and the brand's ability to create positive associations in their minds. The theory states that brand equity is created through a combination of brand awareness, brand loyalty, perceived quality, and brand associations. Brand awareness is the extent to which customers recognize the brand. It is determined by factors such as advertising, word-of-mouth, and the brand's presence in the marketplace (Bae et al., 2020). BET has some assumptions as discussed below:

The first assumption of brand equity theory is that brand awareness is an important factor in the success of a product or service. Consumers must be aware of a brand before they can develop an emotional connection to it (Rajavi et al., 2021). Also, the theory assumes that perceived quality is a key factor in developing brand equity. Consumers must perceive a product or service to be of high quality in order to be willing to pay a premium for it. The third assumption of brand equity theory is that customer loyalty is a result of creating a strong emotional connection with a brand. Loyal customers are more likely to purchase a product or service repeatedly and recommend it to others (Girard et al., 2017). The fourth assumption of brand equity theory is that brand associations can be used to create an emotional connection with a brand. Associating a brand with positive values or beliefs can create a positive emotional connection with a brand. The fifth and final assumption of brand equity theory is that brand equity is built over time through a combination of the above factors.

Brand Equity Theory has been criticized for being too vague and general, which makes it difficult to apply to specific businesses or markets (Mokhtar et al., 2018). Also, it has been criticized for relying too heavily on consumer perceptions and preferences, which can be difficult to measure and quantify. Likewise, the theory fails to provide a comprehensive framework for measuring and managing brand equity (Ishaq & Di Maria, 2020). Another criticism holds that the theory fails to account for the impact that external factors have on brand perception, such as competition and current events (Jiang et al., 2017).

However, the concept of brand equity is extremely relevant to consumer brand perception and purchase behaviour in FMCG (Fast Moving Consumer Goods). Brand equity is a measure of how well a brand is known, remembered, and preferred by consumers, and it is built over time through marketing efforts, consumer experiences, and positive word-of-mouth (Kaushal et al., 2019).

Methodology

The study adopted a survey research design. The population of the study was 1,774,657 consumers of fast-moving consumer goods firms that reside in different local governments of the different five regions in Lagos state Nigeria, and a sample size of 499 was determined using Krejcie and Morgan. The data was collected through primary source using a valid and reliable questionnaire with a Cronbach alpha value greater than 0.7. Both descriptive and inferential tools were used for the data analysis. Multiple regression analysis was used to determine the effect of the variables using Statistical Package for Social Science (SPSS) version 27.

Data Analysis

Restatement of Research Objective, Research Question and Research Hypothesis

Analysis and Discussion

Objective: Examine the effect of consumer brand perception variables on purchase decision.

Research Question

How do consumer brand perception variables affect purchase decision?

The objective of the study sought to examine the effect of consumer brand perception variables on purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria. To achieve this, the respondents were asked to respond to various statement raised on various consumer brand perception variables and purchase decision. At the end of it all, due to publication, space the multiple regression was used to test the study hypothesis.

(H₀) Which states that consumer brand perception variables have no significant effect on the purchase intention of selected fast-moving consumer goods firms in Lagos State, Nigeria was rejected.

Table 1: Summary of multiple Regression of consumer brand perception and purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria.

N	Model	B	Sig.	T	ANOVA (Sig.)	R	Adjusted R ²	F (4,425)
393	(Constant)	.288	.825	.221	0.000 ^b	0.658 ^a	0.426	59.236
	Brand Awareness	.208	.002	3.059				
	Brand Attractiveness	.022	.726	.351				
	Brand Positioning	.191	.005	2.807				
	Brand Association	.091	.124	1.541				
	Brand Image	.408	.000	6.416				
Predictors: (Constant), Brand Image, Brand Attractiveness, Brand Positioning, Brand Awareness, Brand Association								
Dependent Variable: Purchase Decision								

Source: Researchers' Findings, 2023

Interpretation

Table 1 shows the multiple regression analysis results for the components of consumer brand perception on purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria. The results showed that brand awareness ($\beta = 0.208$, $t = 3.059$, $p < 0.05$), brand positioning ($\beta = 0.191$, $t = 2.807$, $p < 0.05$) and brand image ($\beta = 0.408$, $t = 6.416$, $p < 0.05$) all have positive and significant effect on purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria while brand attractiveness ($\beta = 0.022$, $t = 0.351$, $p > 0.05$) and brand association ($\beta = 0.091$, $t = 1.541$, $p > 0.05$) are the only factors that shows a positive but insignificant effect on purchase decision. This implies that, brand awareness, brand positioning and brand image are important factors to yield an increase in purchase decision.

The R value of 0.658 supports this result and it indicates that consumer brand perception has a strong positive relationship with purchase decision of selected fast-moving consumer goods firms in Lagos State Nigeria. The coefficient of multiple determination $AdjR^2 = 0.426$ indicated that about 42.6% variation that occurs in the purchase decision in selected fast-moving consumer goods can be accounted for by the components of consumer brand perception while the remaining 57.4% changes that occurs is accounted for by other variables not captured in the model. The predictive and prescriptive multiple regression models are thus expressed:

$$PD = 0.288 + 0.208BA + 0.022Batt + 0.191BP + 0.091Bass + 0.408BI + U_i \quad \text{--- Eqn(i)} \\ \text{(Predictive Model)}$$

$$PD = 0.288 + 0.133BA + 0.191BP + 0.408BI + U_i \quad \text{--- Eqn(ii) (Prescriptive Model)}$$

Where:

PD = Purchase Decision
BA = Brand Awareness
Batt = Brand Attractiveness
BP = Brand Positioning
BAss = Brand Association
BI = Brand Image

The regression model shows that holding consumer brand perception to a constant zero, consumer reviews would be 0.288 which is positive. In the predictive model it is seen that of all the variables only brand attractiveness and brand association is positive and insignificant so the management of the company can downplay that variable that is why it is not included in the prescriptive model. The results of the multiple regression analysis as seen in the prescriptive model indicated that when all other variables of consumer brand perception (brand awareness, brand positioning and brand image) are improved by one unit consumer reviews would also increase by 0.208, 0.191 and 0.408 respectively and vice-versa. This implies that an increase in brand attractiveness, brand positioning and brand image would lead to an increase in the rate of purchase decision of fast-moving consumer goods firms in Lagos State, Nigeria. Also, the F-statistics ($df = 4, 425$) = 59.236 at $p = 0.000$ ($p < 0.05$) indicated that the overall model is significant in predicting the effect of consumer brand perception on purchase decision which implies that consumer brand perception variables except brand attractiveness and brand association are important determinants in purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria. The result suggests that such fast-moving consumer goods companies in Lagos State Nigeria should pay more attention towards developing the components of the consumer brand perception especially brand attractiveness, brand positioning and brand image to increase purchase decision. Therefore, the null hypothesis (H_0) which states that consumer brand perception variables have no significant effect on the purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria was rejected.

Discussion of Findings

The aggregated results of multiple regression analysis for hypothesis two showed that consumer brand perception variables have positive and significant effect on purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria ($Adj. R^2 = 0.426$; $F(4, 425) = 59.236$, $p < 0.05$). Thus, the combination of the independent sub variables was significant in predicting purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria. This indicated that the combination of brand awareness, brand attractiveness, brand positioning, brand association and brand image has been found to have a statistically significant effect on purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria.

Conceptually, consumer brand perception refers to how consumers perceive a brand based on their experiences, interactions, and beliefs about the brand. It encompasses

various factors such as brand awareness, perceived quality, brand personality, brand loyalty, and brand associations. Brand perception plays a crucial role in shaping consumer behaviour, as it can influence their decision to buy or not to buy a product (Ajeyalemi & Dixon-Ogbechie, 2020). A positive perception of a brand can increase consumer loyalty, promote repeat purchases, and drive word-of-mouth recommendations. Conversely, a negative perception can lead to a loss of customers, a decline in sales, and damage to the brand's reputation. There are several factors that can influence consumer brand perception, such as advertising and marketing, product quality, price, customer service, and social and cultural trends. A brand's reputation, history, and associations with certain values and emotions can also shape consumer perception (Brunk & De Boer, 2020). Effective brand management can help companies shape and influence consumer brand perception. This involves developing a clear brand identity, creating positive brand associations, and delivering a consistent brand experience across all touchpoints. By building a strong brand and managing its reputation, companies can create a positive perception of their brand in the minds of consumers, which can lead to increased sales and brand loyalty over time. In summary, consumer brand perception is an important aspect of marketing and branding, as it can shape consumers' attitudes and behaviours towards a brand. By understanding the factors that influence consumer brand perception and actively managing their brand, companies can create a positive perception that can drive sales and foster long-term customer loyalty (Sharma et al., 2020)

Theoretically, the result of the study that consumer brand perception variables have a positive and significant effect on purchase decisions of selected fast-moving consumer goods firms is aligned with the brand equity theory. Brand equity theory suggests that the way consumers perceive and evaluate a brand can influence their purchase decisions. The study's finding indicates that consumers' brand perception variables, such as brand awareness, brand image, brand loyalty, and perceived quality, have a positive impact on their purchase decisions for fast-moving consumer goods (Ishaq & Di Maria, 2020). This is consistent with the idea that a strong brand can positively influence consumer behaviour, leading to increased purchase intention and actual purchases. Moreover, the study's finding suggests that companies should focus on building and maintaining a strong brand by improving consumer brand perception variables. By enhancing their brand's image and reputation, companies can increase consumer trust and loyalty, leading to increased purchase decisions and improved sales performance (Jiang et al., 2017). By creating an emotional connection with a brand and building an image of quality and loyalty, brands can gain a strong foothold in the marketplace (Zhang et al., 2017).

Moreover the study's finding that consumer brand perception variables have a positive and significant effect on purchase decisions of fast-moving consumer goods firms aligns with the brand equity theory, emphasizing the importance of building and maintaining a strong brand to influence consumer behaviour and drive sales (Mokhtar et al., 2018).

Empirically, the study is an agreement with Harcourt and Ikegwuru (2018), whose empirical study investigated the food and beverage firms in Rivers State found that brand image (brand awareness) was discovered to have the most critical statistical interaction with market performance (sales growth). Although other brand image indicators (perceived quality, brand loyalty and brand association) provided noteworthy results, they were not as strong as brand awareness. A study of listed companies in Ghana conducted by Yeboah-Asiamah, Nimako, Quaye and Buame (2016) indicated that product branding has a long-run positive impact on sales revenue. Another study by Kilei, Iravo, and Omwenga (2016), observed that brand image (brand recall and brand recognition) has a positive and significant correlation, and that brand recall and overall brand awareness are significant predictors of market brand performance and sales growth within the banking industry

Babatunde and Ajayi (2022), examine the effect of consumers' perception of brand equity fit on purchase intention for focal brands in symbolic alliances through an empirical investigation of consumer-based brand equity elements. Using the signalling theory, this study empirically evaluated a model to examine the effect of brand equity fit between brands in a symbolic brand alliance on consumers' purchase intentions for selected consumable products in Lagos, Nigeria. A sample of 384 supporters of the partnered brands in a symbolic brand alliance was considered for the study. The result of the ordered logistic regression indicated that brand equity affects consumers' purchase intention for the selected consumable products. The results showed that the brand equity fit employed had a positive significant impact on purchase intention for the brands in the symbolic alliance. The study broadens the existing studies on fit components of brand alliances. Moreover, the findings of this research provide the strategic benefit of jointly presenting a brand with another brand through a good brand equity fit.

Haeruddin (2021), examined the influence of brand equity on consumer's purchase decision. The results of the study indicate that brand awareness and brand loyalty simultaneously have a positive and significant effect on the purchase decision of Semen Tonasa. The variable of the brand equity element that has the dominant effect on the purchasing decision of Semen Tonasa is brand loyalty.

Conclusion and Recommendations

The goal of this study was to examine the effect of consumer brand perception on purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria. The study assessed consumer brand perception (independent variable) as measured using brand awareness, brand attractiveness, brand positioning, brand association and brand image on Consumer purchase decision as dependent variable. From the empirical results, it was found that consumer brand perception had a significant effect on purchase decision of selected fast-moving consumer goods firms in Lagos State, Nigeria ($Adj. R^2 = 0.426; F(4, 425) = 59.236, p < 0.05$),

Therefore, it is recommended that management should invest in creating and maintaining strong brand perception among consumers to positively influence their purchase decisions. This can be achieved by developing effective branding and marketing strategies that focus on building brand awareness, attractiveness, positioning, associations, and image.

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