

BRAND RECOGNITION AND IMPULSE BUYING BEHAVIOUR OF AUTOMOTIVE LUBRICANTS IN LAGOS STATE, NIGERIA

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ABSTRACT

Brand recognition is an awareness level that reveals consumers' ability to confirm prior exposure to a brand when given a cue. This study addressed the challenges of brand recognition as a determinant of customer impulse buying behaviour in the automotive lubricants markets of Lagos State, Nigeria. The study employed a descriptive survey design to examine 2, 824, 047 vehicle owners registered with the Lagos State Motor Vehicle Administration Agency (MVAA) between 2003- 2013. The sample size determination for a finite population as expressed by Krejcie and Morgan (1970) and used by Research Advisors (2006) was used to draw a sample of 1,890 auto- technicians through the proportionate sample technique (a variant of stratified sampling method) to reflect the proportions of auto-technicians in each of the 20 local government areas of the state. A research questionnaire was constructed, validated and administered to obtain the primary data. The Factor Analysis, Simple Regression Analysis and Pearson Product Moment Correlation (r) statistical techniques were used to test the hypothesis. The findings of the study revealed that there is significant relationship between brand recognition and impulse buying behaviour ($p < 0.05$, $R = 0.786$, $R^2 = 0.618$). It was concluded that high levels of awareness positively influence the choice of lubricants by consumers. The study therefore recommends that marketers of lubricants should develop innovative packaging strategies that will appeal to and attract consumers in an exceptional way to trigger impulse buying.

Keywords: Brand Recognition, Brand Awareness, Packaging, Impulse Buying.