THE INCIDENCE OF BRAND LOYALTY AMONG CONSUMERS' OF CEREAL FOODS
(A CASE STUDY OF PHINOMAR FOODS ENUGU)

BY

UDE FESTUS NWABUEZE
PG/MBA/08/47438

DEPARTMENT OF MARKETING
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY OF NIGERIA, ENUGU CAMPUS

SUPERVISOR: DR. I.C NWAIZUGBO

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ABSTRACT

This research was concerned with the incident of Brand loyalty among the consumer of cereal foods in Enugu metropolis, using Phinomar Foods in Enugu as case study.

Given the background of the problems the study sought to know the existence and extent of brand loyalty among consumers of cereal foods, to determine the influence of prices of the products on brand loyalty, whether consumers perception of the attributes of the cereal foods influence brand loyalty for particular brands and such attributes includes thing as taste, Milk content sugar content dissolvability and nutritional value and finally to ascertain the extent company image and brand name influence brand loyalty. All the same, this study was restricted to six popular brands namely; Cornflakes, Golden morn Soy pops, Cocopops, White oat and Fruit Fiber.

Further, among the objectives and significance of study was to investigate the existence of brands loyalty among consumers of cereal foods and to find possible solutions to the problems identified.