

---

# Customer Based Brand Equity Model Perspective in Re-Branding as an Instrument for Nigerian National Development

---

By

VINCENT OKWUDILI IWEAMA

*Department of Accounting Education,  
School of Business Education,  
Federal College of Education (Tech)  
Bichi, P.M.B 3473 Kano*

## **Abstract**

*This study examined Customer Based Brand Equity Model in Re-branding as an Instrument for Nigerian National development. In line with the objective of the study (which is to improve the image of the nation abroad) research questions were formulated, related literatures were reviewed. A total of 160 questionnaires were distributed out of which 145 were returned representing 90.63% response rate. Structured questionnaire are used for data collection. The result show that 55% of the respondents disagree that the re-branding Nigeria project is adequately advertised and citizens properly informed; 62% of the respondents disagree that Nigerian leaders are sensitive and responsive to the yearnings of the people; only 22% of the respondents agree that Nigerian leaders are good ambassadors. Accordingly, the Customer Based Brand Equity model should be applied in the re-branding Nigeria project.*

## **Introduction**

The need to integrate the image of a nation in the development agenda of nations, informed the inclusion of re-branding among the millennium development goals. Since then, both micro and macro efforts are now heightening to actualize branding goals in all the affairs of modern economy. The founding father of any nation has as a prerequisite in their minds, the molding of a prosperous and bountiful nation that would emerge after they depart the stage (Akawu-Bala, 2009). Every patriotic Nigerian must admit that the country has serious image problem. This is due to a number of problems associated with Nigerians, such as drug trafficking, money laundering by private and public officials, child trafficking, insecurity etc.

Nwizu (2009) posited that the citizen diplomacy and re-branding Nigeria project are the twin programmes that are geared towards redeeming Nigeria's battered image abroad and ensuring that Nigerians anywhere are treated with decency and respect.

---

In the new era of a globalize market place, brands are key drivers of economic values of a nation and corporations. According to the American Marketing Association

(AMA) in (Agbanifoh et al, 2007) a brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of the seller or groups of seller and to differentiate them from those of competition.” Technically speaking, then, whenever a marketer creates a new name, logo or symbol for a new product, he or she has created a brand. Anyanwu (2003) reported that branding has been defined as the use of a name, term, symbol, design or combination of these to identify a product. Okpara (2002) opined that branding is the imaginative process of creating a unique, relevant and harmonious name, term, sign, symbol or its combination in order to identify a company’s product and differentiate them from those of competitors. Ray (2005) defines the term “re-branding” as a means to change the image of something – company or an organization or one of its parts, products or services through advertising in different ways. Iweama (2009) opined that re-branding has to do with image laundering through people oriented involvement.

Akunyili (2009) reported that the aim of re-branding Nigeria is to give Nigeria a better image for the foreigners to see us as we are and not as they would want to see us. Re-branding Nigeria is expected to enhance the image and self-worth of the Nigerian people and enhance the economic, political and social welfare of Nigerians.

The re-branding Nigerian project, if well implemented will enhance and facilitate social and economic well being of Nigerians and help to eliminate the perception of Nigerians as dangerous people.

## **Method**

The scope of study is Kano State. Traders, Students, Civil Servants, Politicians (Legislators and Executives) were sampled but properly done not to affect generalisability but to make for a more empirical analysis. Secondary and Primary data were used to elicit needed information for the study. The researcher considered it pertinent to take a sample out of the study for the purpose of generalization of the result and effective converge of the entire population. The researcher administered one hundred and sixty (160) questionnaires in the state forty (49) questionnaires were administered to each of the four (4) groups as follows; traders, students, civil servants and politicians. Distribution was on equal proportion among the sample size. Only 145 questionnaires were returned and properly filled, out of the 160 distributed.

## **Customer-Based Brand Equity Model**

The concept brand equity emerged as the central concept in marketing over the past 20 years. Much attention has been devoted recently to the concept of brand equity. The concept of “brand equity” is generally considered to refer to that part of the value of a product that is attributable to the brand name.

~~Customer-Based Brand Equity Model Perspective in Re-Branding as an Instrument for  
Aaker (1998) defines brand equity as a set of brand assets and liabilities  
Nigerian National Development- Vincent Okwudili, Iweama  
linked to a brand, its name and symbol, that add to or subtract from the value  
provided by a product or services to a firm/ or to brand equity, they must be linked to  
the name and or symbol of the brand.~~

Customer-Based Brand Equity is formally defined as the differential effect that brand knowledge has on consumer response to the marketing of that brand. A

brand is said to have positive customer-based brand equity when consumers react more favourably to a product and the way it is marketed when the brand is identified than when it is not (Keller, 2004).

Brand loyalty is a central construct in marketing, is a measure of the attachment that a customer has to a brand. Sullivan (2002) reported that if the customer continues to purchase one particular brand even in the face of competitors with superior features, price and convenience then we assume the customer is loyal to the brand. Brand loyalty is the attachment that a customer has to a brand, from the attitudinal perspective, the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice. (Yoo and Donthfu, 2004; Aaker 1998).

A brand is said to have a negative customer-based brand equity if consumers react less favourably to marketing activity for that brand compared with an unnamed or fictitiously named version of the product (Sullivan, 2002) rebranding will help to improve such negative brand equity which is the thrust of this paper.

### **Re-Branding Nigeria: The Journey So Far**

The business of nation re-branding is not only peculiar to Nigeria. The former American Secretary of State, Collin Powell, concerned about the rising anti Americanism abroad, hired pro-American Advertising and Public Relations Campaigns. The goal Powell said, was to re-brand the American foreign policy. More so, Agbakwuru (2009) reported that in Britain, Tony Blair established a public diplomacy strategy board on out growth of his earlier “Cool Britannia” campaign to improve perception of the country abroad.

Re-branding in Nigeria is about service delivery in terms of meeting the needs of Nigerians at home and abroad. It proceeds from the basic assumption that the image re-branding must be the external projection of government’s effort at promoting the welfare of the citizens.

Nwizu (2009) posited that commentators on re-branding see the project as exercise in futility arguing that similar projects such as Chief Chukwuemeka Chikelu’s “Nigeria Image Project” and Mr. Frank Nweke’s “Heart of Africa Project”, both of them during Obasanjo’s administration failed. The concept of re-branding Nigeria project is yet to be fully developed, explained and understood by Nigerians.

### **Findings and Discussion**

The objective of the study is to determine the effects of re-branding as an instrument for Nigerian National Development. To operationalise the term, a conscious attempt was made to assess the participants knowledge and views relative to re-branding Nigeria project. In the pursuit, the researcher decided to find out if Nigerians are adequately informed about the re-branding exercise currently going on in the country.

---

#### **Table 1:**

S/No	Is the re-branding Nigerian Project adequately advertised and citizens properly informed?	Number of Respondents	Percentages
1	Strongly Agreed	5	3%
2	Agreed	40	28%
3	Disagreed	80	55%
4	Strongly Disagreed	20	14%
	Total	145	100%

The table shows that 80 (55%) of the respondents disagree that the rebranding Nigeria Project is adequately advertised and citizens properly informed. Only 3% of the respondents strongly agreed.

**Table 2:**

S/No	Is the leadership of the country sensitive and responsive to the yearnings of the people?	Number of Respondents	Percentages
1	Strongly Agreed	-	-
2	Agreed	4	3%
3	Disagreed	90	62%
4	Strongly Disagreed	51	35%
	Total	145	100%

Table 2 revealed that 90 (62%) of the respondents disagree that Nigerian leaders are sensitive and responsive to the yearnings of the people eg. Employment helps to avoid mass movement of Nigerians to foreign countries for greener pasture. 51 (35%) of the respondents strongly disagreed.

**Table 3:**

S/No	Are Nigerian leaders good ambassadors and leave life worthy of emulation	Number of Respondents	Percentages
1	Strongly Agreed	-	-
2	Agreed	32	22%
3	Disagreed	102	70%
4	Strongly Disagreed	11	8%
	Total	145	100%

Table 3 show that 102 respondents representing 70% disagree that Nigerian leader are good ambassadors. Only 32 (22%) of the respondents agree.  
*Customer Based Brand Equity Model Perspective in Re-Branding as an Instrument for Nigerian National Development - Vincent Okwudili Iweama*

**Table 4:**

S/No	Are professional Marketers involved in the drafting of Re-branding Nigeria Project?	Number of Respondents	Percentages
1	Strongly Agreed	-	-
2	Agreed	14	10%
3	Disagreed	50	34%
4	Strongly Disagreed	81	56%
	Total	145	100%

Table 4 shows that 81 (56%) of the respondents strongly disagree that professional marketers are involved in the drafting of re-branding Nigeria Project. Only 14 (10%) of respondents agree.

### **Conclusion**

The re-brand Nigerian project is geared towards redeeming Nigerian's battered image abroad and ensuring that Nigerians anywhere are treated with decency and respect. This is possible only were we are able to imbibe sincere approach to ethical re-orientation of self transparency in both public and private life. This will impact positively on the image of our country abroad. What we need is a positive frame of mind which is the key to success. Re-branding will help us rediscover ourselves more. Accordingly, Akunyili (2009), "to address the negative perception of the nation" as Nigerians will appreciate ourselves and our country which will put us in a position to present ourselves positively to the rest of the world.

### **Recommendations**

1. Nigerians should be adequately informed about the re-branding Nigerian project. Table 1 show that majority of Nigerians are not sensitized about the exercise. It is therefore important that improved awareness campaign through advertising, workshops, seminars and conferences on the subject be launched.
2. Nigerian leaders should be sensitive to the yearnings of the citizens. They should provide employment and adequate infrastructure to avoid mass movement of Nigerians to foreign countries in search of greener pastures.
3. Nigerians should be generally carried along in the re-branding exercise. Respondents revealed in table 3 that most Nigerians are not carried along. It is important that appropriate structures be put in place including training, capacity building, re-orientation of political leaders, the electorates and Nigerian diplomats to take the re-branding exercise more seriously. All hands must be on deck to make the project a success.
4. Our leaders should exhibit good leadership qualities and be good ambassadors of the country by leaving exemplary life's both in Nigeria and abroad.
5. Re-branding professionals such as Marketers, Public Relations experts should be involved in the drafting and formulation of the project. The customer

based brand equity model should be applied in the re-branding Nigeria project so as to make it an all Nigerians project.

### **Reference**

- Aaker, D.A (1998). Positioning your Brand, *Business Horizons*, 18, August/September.
- Agbakwuru .J (2009).The re-branding Nigeria Project: Exercise in Futility, Owerri: *The Leader*, April.
- Agbonifoh, B.A; Ogwo, O. E; Nnolim, D.A; Nkamnebe, A.D.(2007) *Marketing in Nigeria*, Aba, Afritowers Ltd.
- Akawu-Bala, M (2009) *New Nigerian Newspaper* 23<sup>rd</sup> July p9.
- Akunyili D (2009). Address to the steering committee members to design the strategy for driving re-branding process.
- Anyanwu, A. (2003). *Promotional strategy: A schematic approach*. Owerri: Alvan Global Ltd.
- Iweama, V.O. (2009) Conceptualizing product re-branding. seminar paper presented to Ph.D Marketing Class Nnamdi Azikiwe University Awka.
- Keller, K.L (2004), *Strategic brand management*, second edition, Singapore. Pearson Education. P. 60.
- Nwizu, G.C. (2009), Possibilities and limitations of Re-branding the Nigerian Nation. *Madonna University Journal of Research in Business Administration and Management* Vol 1 No 1. Nov.
- Okpara, G.S. (2002). *Contemporary Marketing: Tropic and Tropicalized*. Enugu. John Jacob Classic Publishers.
- Raj S.P. (2005). Striking a balance between popularity and brand loyalty, *Journal of Marketing*, p 69.
- Sullivan, M.W (2002).How brand names affect the demand for twin automobiles, *Journal of Marketing Research*. Vol xxvi (Aug).
- Yoo, A & Donthfu K. (2004). Managing Brand loyalty. *Marketing Research*, a Magazine of Management and Application.