Impact of Brand Name on Consumers' Choice in Ilorin Metropolis

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It is obvious that, nowadays, consumers are becoming more and more demanding and fickle about product quality expectations, stiffer government regulations on quality standards, rise in consumerism and dwindling disposable incomes. All these challenges require firms to look deep down and come up with a winning strategy to stay afloat. Therefore, this study was conducted to investigate the impact of brand name on consumers' choice in Ilorin metropolis with specific reference to Dangote Flour Mills Plc, Ilorin plant. Descriptive survey design was adopted. A sample size of 163 was conveniently selected through the use of Guilford and Flusher's formula from the population of 274 consumers of Dangote flour who use the brand in bread production. The data collected was analyzed through descriptive and inferential statistics; an inference was drawn with the aid of logistic regression through maximum likelihood technique of estimation. The finding of the study revealed that the brand name had a significant positive impact on consumer choice (chi-square estimation: p<0.005) at 0.05 level of significance. Based on the finding it was concluded that brand name has an impact on consumers' choice. The study therefore, recommends that effective marketing strategies and legal means be put in place to protect brand name against dubious counterfeit.

Keywords: Brand name Consumer Choice Brand name elements, Brand name strategies

INTRODUCTION

In this modern era, firms are increasingly looking for a way to obtain increased market share and opening up new markets in order to meet their economic objectives and to gain competitive advantage over their competitors. To this end, enormous financial resources are being committed to constantly developing new products, rolling out advertisements, innovative and cutting-edge pricing, superior packaging, etc so as to create a better and customer-friendly brand. But never has any society seen the power of branding as it is witnessed today; brands are prevalent in every facet of human life, such as production and consumption, food and clothing, personality lifestyle etc. Branding is no longer just about adding value to a product, branding represents and promotes lifestyle and brands have themselves become a kind of culture. In the words of Kahan (cited in Hall, 1999), brands are now gunning for a share of consumers' inner lives, their value, their beliefs, their politics, even their souls. The term "brand" as a noun, comes from cattle ranches in the United States, who would burn a mark on the hunches of their cattle to identify and differentiate their cattle from those of others.

According to Kotler (2003), branding is defined as a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors. This is

similar to Aaker (1996) who remarked that the brand is a name and/ or symbol that distinguishes (in the form of a logo or symbol, stamp or packaging) to identify the goods or services of one seller or group of sellers. Kotler (2000) mentioned that a good brand will come to boost the company's image. Brand names represent many things about a product and give a lot of information about it to the customers and also tell the customer or potential buyer what the product means to them. Furthermore, it represents the customers' convenient summary like their feelings, knowledge and experiences with the brand.

From another authority (Beyond Marketing Thought 2007), a most effective branding, entails a memorable name and a ubiquitous slogan combined with an instantly recognizable and unique logo. It recommended a simple and straight forward logo or potentially, an elaborate design of a simple idea, such as a silhouette of a person or an object. It further identified the brand name as another crucial element of branding which should both be memorable and particular to a firm or product.

It would be observed that nowadays, people are really concerned about the brands they patronize not necessarily for their value proposition but for special attributes associated with such brands such as brand name, packaging and the image. This is because brands not only represent the symbol of the company or product but to a larger extent define the general life of a person. What the person uses can reflect his taste of life, his status in the society, his economic background and many other things. This makes a deep connection between the company and its brand, with the consumer. In the same vein, Hassan (2008) in his study, conducted on the impact of brand name on consumer decision in car choice, opined that some consumers go for a particular product merely because of its brand name, which to them, is a symbol of quality.

The reality in the Nigerian consumable industry, characterized by a huge array of competing brands,

lends credence to the remark by Kotler and Keller (2009) that the stress consumers nowadays would be going through, while making choices among competing brands would have been overwhelming.

Producers in this industry, having realized that Nigerians are increasingly becoming more passionate about quality product and unfaltering government insistence on compliance with various quality standards, are looking for others marketing strategies to meet their customers' needs profitably.

However, it is important to state that, in spite all these claims about the positive relationship between branding and consumer choice, some researchers still hold the view that brand name is only a differentiating tool and does not affect consumer behavior. Therefore, this purpose of the study was to investigate the impact of brand name on consumers' choice.

Objectives of the study

i.   to examine the impact of brand name on consumers' choice with reference to Ilorin consumers; and

ii. to assess the buying behavior of consumers with respect to brand name of products

LITERATURE REVIEW

Conceptual clarifications

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising (Dictionary.com).A brand name is defined as a brand or part of a brand consisting of a word, letter, group of words or letters, comprising a name, which identifies the goods or services of a seller or group of sellers and distinguishes them from competitors (Kotler & Keller,2009). According to Brassington and Pettitt (2000) "brand name is any word or illustration that clearly distinguishes one seller's goods from another. It can take the form of

words, such as Weetabix and Ferrero, or initials, such as AA. Number can be used to create an effective brand name, such as 7-Up."

Brand name is paramount to business survival not just as a differentiating tool but also as a competitive weapon. Brand names mean a lot to consumers by conveying a concept and a promise. It also says volume about the brand and its competiveness (Savard & Gallaghere,2010). Brand names represent many things about a product and give a lot of information about it to the customers and also tell the customer or potential buyer what the product means to them.

Shehzad, Ahmad, Iqbal, Nawaz and Usman (2014) reported that there is significant effect of brand on consumer choice for the best interest of the public. They further emphasized that a brand can influence whether customers notice the products or not. Moreover branding of productcan influence how customers react in response to purchase the product. Brand name is considered as a vital tool that marketers can use to positively change people's buying behavior (Hillenbrand, Alcauter, & Cervantes, 2013).The choice of brand name for a product can influence and alter the consumers ' choice about the product and their purchase decision-making process (Karimi, Papamichail& Holland, 2015). However, there is complexity in consumers' online brand decision-making; this is because consumers are not easily influenced since shopping process is not face to face (Ming,Jie&Shixuan, 2017).

It was reported that brand image has significant influence on consumers purchasing behavior. Young people are becoming more attentive for brand - name goods to show off their character features. It was further reported that if consumers are well conscious about the brand and they have decent brand view, reliability and friendship then routinely brand image will be tougher in their minds and concern brand will influence the part of consumers purchasing behavior (Malik, Ghafoor, Iqbal & Ali, 2013).

Brand element choice criteria

Kotler and Keller (2009) outlined six main criteria for choosing elements that can contribute to building brand equity. They are as stated as below;

i. Memorable: this denotes that a brand element should be easy enough to recall, recognise and remember. Robertson (1989) posited that a brand name must benot be complex to simple enough to spell and to remember, but still meaningful enough to create an emotional world; familiar but distinctive, and associated closely with the product class. URLs should be carefully monitored to avoid unauthorized use. The brand name should make a permanent place in the mind of people.

ii. Meaningful: this denotes that a brand element should convey a message and meaning about the need it is meant to serve. Jobber (2006) stated that brand name suggest product benefits such as Right Guide (deodorant), Alpine Glade (air and fabric freshness), Head and Shoulders (anti-dandruff shampoo), Compaq (portable computer) or express what the brand is offering in a distinctive way.

iii. Likable: this addresses how aesthetically appealing is the brand element. Is it likeable visually, verbally, and in other ways? Concrete brand name such as Sunkist, Spic and Span, and Jaguar evoke much imagery. The likeable element will be achievable if the product technology is very sophisticated and relevant.to the organisation Aremu, Mustapha, Nageri and Aremu (2015).

iv. Transferable: this addresses the ability of the brand element to be used to introduce new product in the same or different product category. It also addresses the question whether the element can build brand equity across different geographical boundaries or markets.

v. Adaptable: Kotler and Keller (2009) opined that this addresses how adaptable and updatable is the brand element? The face of Betty Crocker, the invented persona and brand name of the US food manufacturer General mills, has received

more than eight makeoversover her 75 years and she doesn't look a day over 35.

vi. Protectible:Kotler and Keller (2009): how legally protectable is the brand element? How competitively protectible? Names that become synonymous with product categories – Such as Kleener, Kitty litter, Jell-O, Scotch tape, and Fiberglass- should retain their trademark rights and not become generic.

Brand name strategies

Jobber (2006) remarked that the choice of brand name is a key marketing decision area. He

identified three brand name strategies. These are: family brand name, individual brand name, combination brand name

i. Family brand name- this is used for all products. The goodwill attached to the family brand name benefits all, and the use of the name in advertising helps the promotion of all the brands carrying the family name. The risk is that if one of the brands receives unfavourable publicity or is unsuccessful the reputation of the whole range of brands can be tarnished. This is otherwise called umbrella branding.

ii. Individual brand name- this strategy does not identify a brand with a particular company. This is usually used when it is sensed that is a need for individual product to maintain its separate and unrelated identity.

iii. Combination brand name- a combination of individual and family brand names capitalizes on the reputation of the company while allowing the individual brand s to be distinguished and identified.

Consumer buying behavior

According to Aremu, Olaniyan, and Aremu (2015), consumers are the pivotal of any organisation. One of the primary goals of marketing involves making the company's offering the consumer preferred choice among available alternatives. Consumer choice, according to Kotler (2000), refers to the decision to favour one brand over the other based on the attitude towards the brand. The concepts could not be thoroughly understood without examining it from the angle of consumer behaviour.Consumer behavior is a complex process involving the activities people engage in when seekingfor, choosing, buying, using, evaluating and disposing of products and services with the goal of

satisfying needs, wants and desires (Belch & Belch, 2004). Consumer behavior include mental activity, emotional and physical that people use during selection, purchase, use and dispose of products and services that satisfy their needs and desires (Kotler, 2000). Consumer behavior involves studying how people buy, what they buy, when they buy and why they buy. When a consumer wanted to make the purchase decision, they will pass through the process through recognition, search information, evaluation, purchase, feedback (Blackwell, Miniard, & Engel, 2006).

Consumer buying decision process

Engel, Blackwell and Kollat (1978) have developed a "Stage-Model" of buying process. The consumer passes through five stages –" problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase decision/behaviour. The buying process starts long before the actual purchase and has consequences long afterward.

The model of buying decision process is shown below:

Figure: 1 Consumer buying definitions process
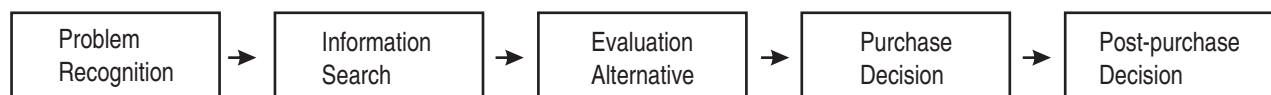
Source: Kotler, P & Keller, K (2006) Marketing Management; India: Pearson.

Problem recognition

McCarthy (2005) stated that the buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. With an internal stimulus, one of the persons' normal need hunger, thirst, sex etc rises to a threshold level and becomes a driver or a need that can be aroused by an external stimulus.

Information search

An aroused consumer will be inclined to search for more information. Schiffman and Kanuk (2005) differentiated between two levels of arousal. The milder search state is called heightened attention. At this level a person simply becomes more receptive to information about a product. At the next level, the person may enter an active information search, looking for reading materials, phoning friends, going online and visiting stores to learn about the product. Buyer's information sources fall into four (4): personal, commercial, public and experimental.

Evaluation of alternatives

This deals with how consumer process competitive brand information and make a final value judgment. No single process is used by all consumers or by one consumer in all buying situations. There are several processes, the most common models see the process as cognitively oriented. That is, they see the consumer as forming judgment largely on conscious and rational basis.

Purchase decision

In the evaluation stage, the consumer forms preference among brands in the choice set. The consumer may also form an intention to buy the most preferred brand.In executing a purchasing intention, the consumer may take up to five sub-divisions: brand, dealer, quality, timing and payment. Even, if consumer form brand evaluations, two general factors can intervene between the purchase intention and the purchase decision. The first factor is the attitude of others and the second is the unanticipated situational factors.

Post-purchase behaviour

After the purchase, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favourable things about other brand, and will be alert to information that supports his or her decision. Marketing communications should supply beliefs and evaluation that reinforce the consumer's choice and help him or her feel good about the brand.Marketer's job therefore does not end with the purchases.

Theoretical Review

The theory of consumption values

Every customer who has the intention to purchase a product has to make a decision of which brand to buy. Every decision is led by their personal experiences, expectations and values. The theory of consumption values presents five consumption values which influence consumer behaviour while making choices. These values explain why customers make choices and buy one product brand rather other ones and it is applicable for every type of product (Sheth, Newman & Gross, 1991). The theory is consisted of five values (Sheth et al. 1991):

- Functional

- Conditional

- Social

- Emotional

- Epistemic

The theory postulates that consumers may be influenced by one or more or all of the five values. Each of the components is partly connected to Maslow's (1943) the Pyramid of Human Needs or Hanna's (1980) a typology of Consumer Needs.

Functional value

According to Sheth et al. (1991), "the perceived

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utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes. Functional value is measured on a profile of choice attributes".

The functional value is assumed usually to be the main and primary factor of consumer purchase decision making. This functional value reflects the theory of Economic Utility and is well combined with customer "Economic man" purchase approach (Sheth et al., 1991).Solomon (1996) suggested that when marketers emphasis the functional value of a brand through their marketing communication and packaging, this may trigger more favourable response and thought about the product being advertised.

Social value

The social value can be defined as: "the perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups. Social value is measured on a profile of choice imagery" (Sheth et al., 1991).

Social value is related to social approval and reinforcement of self-image among other individuals. According to Sheth et al. (1991), social value is the mostly expressed by products which are being shared with other people. Production such as clothing or shoes and etc. are easily visible to the customers, therefore, when purchasing a certain brand of the product, the customer is put into a certain social group..

Emotional value

According to Sheth al. (1991), emotional value is "the perceived utility acquired from an alternative's capacity to arouse feelings or affective states. An alternative acquires emotional value when associated with specific feelings or when precipitating or perpetuating those feelings. Emotional value is measured on a profile of feelings associated with the alternative"

Epistemic value

Epistemic Value could be described as "the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemic value by questionnaire items referring to curiosity, novelty, and knowledge" (Sheth et al., 1991).Epistemic value discusses the new experiences explored by the customers. This value is described as a new proficiency search led by customers' curiosity to try new brands or desire to learn new subjects. At this point, to agree with the idea mentioned before by Delong et.al. (2004), that not well-known brands stimulates customers' curiosity and the tendency to purchase brand which is unknown for the mass is growing.

Conditional value

The last conditional value, according to Sheth et al. (1991) could be explained as "the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value. Conditional value is measured on a profile of choice contingencies".

Empirical review

Suman and Mansi (2014) investigated the impact of branding strategies on consumer buying behaviour in India's FMCD industry. A sample of 200 consumers was taken and data analysis was done using descriptive statistics. The study found that an effective strategy leaves a lasting impression in the

mind of the consumer and helping them to make the correct choice.

In the research conducted by Asiamah, Samuel, Wilson and Nichola (2013), to examine the effect of brand name on customer loyalty in the mobile communication industry in Ghana. A sample size of 120 respondents was drawn through a simple random technique. Data was analysed with the aid of Pearson correlation, logistic regression and descriptive statistics through Statistical Packages for Social Sciences (SPSS). It was found that brand name in itself does not really contribute to customer loyalty. Other factors such as the quality, price, availability, and sales promotions contribute to customer loyalty.

A study conducted by Alamgir, Shamsuddoha, and Nedelea (2010) on the influence of brand name on consumer decision making process. The study employed descriptive survey. A sample of 100 respondents was selected through convenience sampling. From the study it is revealed that when consumer purchases a car, brand names do influence his/her choice. The study also reveals that branded cars have a great place in consumer mind, when customers go for purchasing a car, they prefer to purchase a well-known branded car.It is further argued by Jagdish, Sheth and Whan, (2013) as cited by Aremu, Isiaka and Suleiman (2017) that the strength of behavioral brand loyalty isdirectly a function of the repetitive occurrence of purchase or consumption behavior of individual. They maintain that consumers usuallyestablish a systematic biased response simply due to frequency of encounters.

METHODOLOGY

The study employed descriptive survey design. The population of this study consists of bread bakers within Ilorin metropolis who make use of Dangote flour. From the available records (product support officers' weekly report, 2016) from the customer service manager of Dangote Flour Mills Plc, Ilorin plant, it was gathered that there was a total of two hundred and seventy four (274) bakers within Ilorin metropolis that make use of Dangote flour. Out of this figure, only seventy eight (78) were using Dangote flour exclusively in baking their bread, while one hundred and ninety six (196) consumers would mix Dangote flour with other brands in the baking process.

A sample size of 163 was conveniently selected for the study; 63 bakers out of 111, 50 bakers out of 75 and 50 bakers out 88 from Ilorin West, Ilorin South and Ilorin East respectively into which Ilorin metropolis was divided. The formula for estimating the sample size as suggested by Guilford and Flusher (1973) was adopted to arrive at the sample size. The formula is stated as follows:

$$\frac{N}{1+\alpha^2 N}$$

Where:

N is the size of the population,

α is alpha (the level of significance) which is 0.05

Primary data was collected with the aid of a well structured 5-point Likert scale, close ended questionnaire. For statistical analysis of data, logistic regression analysis was employed with the aid of STATA 11.0 computer statistical software.

Model specification

$$Y = \grave{\alpha} + \beta 1 X1 + \dots\dots + \beta k\, Xk + \grave{\epsilon}$$

For this research, the model specification is as follows:

$$Cc = \grave{\alpha} + \beta 1\, BN + \grave{\epsilon}$$

Where

CI   =   Consumers' choice

BN   =   Brand name

DATA PRESENTATION AND ANALYSIS

Table 1: Demographic characteristics of respondents			
Demographic Qualities	Variable	Observed Number (N)	Valid Percentage (%)
Sex	Male	132	81.
	Female	31	19.0
	Total	**163**	**100**
Marital status	Married	128	78.5
	Single	30	18.4
	Divorced	5	3.1
	Total	**163**	**100**
Age (years)	20-25	10	6.1
	26-30	19	11.7
	31-35	42	25.8
	36-40	52	31.9
	41 and above	40	24.5
	Total	**163**	**100**
Education (Qualification)	SSCE (O'Level)	32	19.6
	OND/NCE/DPL/	76	46.6
	HND/B.Sc/	39	23.9
	M.Sc/MBA/ Ph.D.	16	9.8
	Total	**163**	**100**

Source: Researcher's Survey Work, 2017

Table 2: Logit estimates of consumers' choice in Ilorin, Nigeria				
Variable	Undecided		Disagree	
	Coefficient	p – value	Coefficient	p – value
Intercept	38.924 (51.908)	0.000	0.497 (0.009)	0.923
BN	-4.829 (30.116)***	0.000	-0.828 (9.068)***	0.003
N= 163, Nagelkerke R^2= 0.776 & χ^2 = 131.00 (0.000)				

Source: Researchers' Computation, 2017.

Note: "***" indicates at least significant at 1%.

Reference Category: Agree

The values in parentheses are Wald – values used to test the significance of the independent variable to the categorical groups of consumer choice in Ilorin, Nigeria.

The analysis on demographic data of sample respondents as shown in the table indicates that 132 respondents were male and 31 female in this survey. This means male are 81.0% and female are 19.0%. Age group of 20-25 has lowest percentage 6.1 percent with age of 36-40years has highest percentage 31.9

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percent with 52 respondents, age group 26-30 has 11.7% with 19 respondents and 31-35 has 25.8% with 42 respondents while age group 40 and above has 40(24.5%) respondents. 128 respondents representing 78.5% were married, 30(18.4%) single, while 5(3.1%) were divorced.

On educational qualification 32(19.6%) had secondary school certificate (O'Level), 76(46.6%) had OND/NCE/Diploma Certificate, 39(23.9%) had HND/B.Sc, 16(9.8%) had Master Degree while none of the respondents had Doctorate Degree (Ph.D).

Discussion of the Results

The dependent variable of this study is consumer choice of Dangote flour and grouped into three categorical set in which "Agree" is the reference point. The probability effects of the explanatory variable are determined by maximum likelihood techniques and satisfy the Independence of Irrelevant Alternatives (IIA) assumptions.

The result shows that "undecided" is inversely related to brand name in Ilorin. The empirical findings reveal that if there is 1unit of measurement fall in brand name, there will be 4.83% increase in "undecided" consumers' choice of Dangote flour in Ilorin. The "disagree" response set of consumer choice is directly related to brand name. The partial coefficient of the brand name shows that 1 unit of measurement decrease of brand name will increase the "disagree" categorical response by 0.83% for consumer choice of Dangote flour in Ilorin respectively.

The Nagelkerke R Squared test is used to measure the goodness fit and ratio of exact components

causation effects of this research model and it is 0.776. This implies that about 77.6 percent variations in consumer choice of Dangote flour in Ilorin are caused by brand name. But, about 22.4 percent variations in consumer choice are caused by inexact (unobserved) components of the model.

The overall significance of the regressor (brand name) to the regressed – consumer choice ("uncertain" and "disagree" in reference to "agree") is determined by the Chi square ($\chi 2$). This can be used to evaluate the analysis of variance (ANOVA). The $\chi 2$ is 131.00 and this is statistically significant at 1 percent significance level. This validates the alternative hypothesis (H1) that brand name has impact on consumers' choice of Dangote flour in Ilorin.

Test of Hypothesis

H_0: Brand name does not have significant impact on consumers' choice

This study employed the likelihood ratio test to evaluate the hypothesis of the study by comparing the calculated chi-square and the tabulated chi-square through the probability value of the chi-square of the likelihood ratio test.

The table 3 reveals the chi-square of likelihood ratio test of the impact of regressor (brand name) on consumer choice of Dangote flour in Ilorin.

The result shows that the p-value of the chi-square of brand name in relation to consumer choice is less than 0.05 (i.e. 0.000 < 0.05), therefore, reject H0: brand name does not have significant impact on consumer choice in Ilorin and do not reject the H1: brand name has significant impact on consumer choice in Ilorin.

Table 3: Likelihood ratio test			
Hypothesis	Likelihood of Reduced Model	Chi-square	p-value
H_{01}	7.623E3	174.210**	0.000

Source: Researcher's Computation, 2017.

*Note: "**" indicated at least significance at 5% level.*

DISCUSSION OF FINDINGS

From the result of the hypothesis tested, the level of significant value (0.000) is lesser than 0.05 which indicated that the null hypothesis (H0) was rejected and the alternative hypothesis (H1) was not rejected. This means that brand name has significant impact on consumer buying process (choice) in Ilorin. That is, the bakers are influenced by the brand name of the flour they buy. This findings correlate with the finding of Alamgir et al. (2010) that when consumers purchase cars, brand names do influence their choices. The findings of Shehzad et al. (2014) that the brand name has strong positive correlation with consumer buying behaviour. However, this finding is not consistent with the conclusion of Asiamah at al. (2013) that the brand name in itself does not really contribute to customer loyalty. This may effactually led to segmentation based on the brand interest of customers. This is in line with the study of Aremu, Aremu, Olodo and Oluwa (2015).The study's results demonstrate that the brand name of a product provide important insights for brand practitioners and manufacturers. The implication of this is that brand name of Dangote flour has positive effect on consumer choice in Ilorin metropolis and Nigeria in general. This is along with the benefits of the underlying product.

CONCLUSION AND RECOMMENDATIONS

The study investigates the impact of brand name on consumers' choice and from itsfindings;it was deduced that the brand name of a product has significant impact on the consumer buying decision. Most of the respondents claimed that buying Dangote flour anytime gives them a sense of buying quality flour and they get value for their money. The study has enabled the manufacturers to know that brand name has positive impact on consumer choice in Ilorin metropolis and by implication in Nigeria. The study has successfully contributed to the consumer's choice in Nigeria because it has served as eye opener to the business operators and managers particularly in Nigerian manufacturing industry.

It very clear from the study that brand name is a strategic tool that enhances the consumers' choice. The present study has clearly contributed to the existing knowledge by educating the Nigerian business owners that the strength of the organization can be derived from the brand name that their product carried this is because it always in a customer's memory.

Based on the conclusion, we therefore recommend that firms should devise effective marketing strategies and legal means to protect the name of its product from being used to produce adulterated or substandard flour by unscrupulous producers/ marketers. Should these unscrupulous producers/marketers find their way; their action will have a dire consequence on the competiveness of its brand in the marketing environment.

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